



# Planning Commission Regular Agenda

COUNCIL CHAMBERS  
JULY 15, 2010  
7:00 P.M.

I. CALL TO ORDER

II. ROLL CALL

III. APPROVAL OF MINUTES: May 6, 2010 Public Hearing  
June 3, 2010 Public Hearing

IV. WITHDRAWALS AND CONTINUANCES

V. PUBLIC HEARING ITEMS

1. **REZONING APPLICATION ZON10-01: SPORTSMAN'S PARK EAST – 9435 WEST MARYLAND AVENUE**

A request by Earl, Curley, and Lagarde, PC to rezone approximately 58 acres from A-1 (Agricultural) to PAD (Planned Area Development) located at the southeast corner of 95<sup>th</sup> and Maryland avenues. The proposed project is titled "Sportsman's Park East". The mixed use development includes office, retail, hotel, and residential components. Staff Contact: Bill Luttrell, Senior Planner (Yucca District).

2. **GENERAL PLAN AMENDMENT GPA10-01 AND REZONING APPLICATION ZON10-02: SPORTSMAN'S PARK WEST – 6250 WEST 95<sup>TH</sup> AVENUE**

A request by Earl, Curley, and Lagarde, PC to amend the General Plan from CCC (Corporate Commerce Center) to EMU (Entertainment Mixed Use) and rezone approximately 70 acres from A-1 (Agricultural) to PAD (Planned Area Development) located at the southeast corner of Loop 101 and Maryland Avenue. The proposed project is titled "Sportsman's Park West". The mixed use development includes office, retail, hotel, and residential components. Staff Contact: Bill Luttrell, Senior Planner (Yucca District).

VI. OTHER BUSINESS

VII. PLANNING STAFF REPORT

VIII. COMMISSION COMMENTS AND SUGGESTIONS

IX. NEXT MEETING: August 5, 2010

X. ADJOURNMENT

**FOR SPECIAL ACCOMMODATIONS**



Please contact Diana Figueroa at (623) 930-2808 or [dfigueroa@glendaleaz.com](mailto:dfigueroa@glendaleaz.com) at least three working days prior to the meeting if you require special accommodations due to a disability. Hearing impaired persons should call (623) 930-2197.

After 5:00 p.m. on Monday, prior to the meeting, staff reports for the above referenced cases will be available online at <http://www.glendaleaz.com/planning/boardsandcommissions.cfm>. If after reviewing the material you require further assistance, please call the staff contact listed for each application at (623) 930-2800.

In accordance with [Title 38](#) of the Arizona Revised Statute (A.R.S.), upon a public majority vote of a quorum of the Planning Commission, the Commission may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the following purpose:

- (i) discussion or consideration of records exempt by law from public inspection (A.R.S. § 38-431.03(A)(.2));
- (ii) discussion or consultation for legal advice with the city's attorneys (A.R.S. § 38-431.03(A)(3)); or
- (iii) discussion of consultation with the city's attorneys regarding the city's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid or resolve litigation (A.R.S. § 38-431.03(A)(4)).

Confidentiality Requirements Pursuant to A.R.S. § 38-431.03(C)(D): Any person receiving executive session information pursuant to A.R.S. § 38-431.02 shall not disclose that information except to the Attorney General or County Attorney by agreement of the Planning Commission, or as otherwise ordered by a court of competent jurisdiction.

**MINUTES OF THE PLANNING COMMISSION  
CITY OF GLENDALE, ARIZONA  
COUNCIL CHAMBERS  
5850 WEST GLENDALE AVENUE**

**THURSDAY, MAY 6, 2010  
7:00 P.M.**

**CALL TO ORDER**

Chairperson Kolodziej called the meeting to order at approximately 7:00 p.m.

**ROLL CALL**

Commissioners Present: Chairperson Kolodziej (Yucca), Commissioner Petrone (Cholla), Commissioner Sherwood (Sahuaro), Commissioner Hendrix (Ocotillo), Commissioner Shaffer (Cactus), Commissioner Larson (Mayoral). Absent: Vice Chairperson Spitzer (Barrel).

City Staff Present: Tabitha Perry, Principal Planner, Garn Emery, Assistant City Attorney, Jon M. Froke, AICP, Planning Director, Bill Luttrell, Senior Planner, Maryann Pickering, AICP, Zoning Administrator, Crystal Miller, Senior Secretary, Marilyn Clark, Recording Secretary.

Chairperson Kolodziej called for Bruce Larson, appointee to the Planning Commission, to come forward to be issued the Oath of Office.

**APPROVAL OF MINUTES:**

Chairperson Kolodziej called for approval of minutes from the March 18, 2010 and the April 1, 2010 Planning Commission Public Hearing and asked for a motion.

Commissioner Shaffer MADE a MOTION to APPROVE the minutes as written from the Planning Commission Public Hearing conducted on March 18, 2010 and April 1, 2010. Commissioner Hendrix SECONDED the MOTION. The MOTION carried unanimously. The minutes from the March 18, 2010 and the April 1, 2010 Planning Commission Meeting were approved as written.

**WITHDRAWALS AND CONTINUANCES**

Chairperson Kolodziej asked if there were any withdrawals or continuances. Ms. Perry, Staff Liaison, stated there were no withdrawals or continuances.

**PUBLIC HEARING ITEMS**

Chairperson Kolodziej explained the policies and procedures of the public hearing then called for the public hearing items to be presented.

1. **CUP09-05:** A request by Maricopa County Financial L.P., for the approval of a conditional use permit to operate a pawn shop located at the southwest corner of 43<sup>rd</sup> Avenue and Bethany Home Road (4359 West Bethany Home Road) in the Fry's Plaza. The proposed business will occupy an existing freestanding building located in the most northwesterly portion of the shopping center. Staff Contact: Bill Luttrell, Senior Planner (Cactus District).

Bill Luttrell, Senior Planner presented the details of the staff report. He reviewed the current zoning, location, and size of the property and listed the concerns expressed at the neighborhood meeting held in October of 2009. He explained that the project was originally scheduled to be heard by the Planning Commission on April 1, 2010, however, it was continued to May 6, 2010 so the commission would have ample time to review the additional information provided by the applicant as well as the research materials prepared by staff.

Mr. Luttrell stated that based on staff's analysis, the project appears to meet four of the five required findings for a Conditional Use Permit, but the finding regarding the health, safety, and welfare of the neighborhood was debatable. He stated that one of the findings allows staff the ability to attach stipulations to a project in order to further regulate the operation of the business. To clarify, Mr. Luttrell read the stipulations and said a copy of a letter submitted by the applicant agreeing to these stipulations was attached to the staff report.

Mr. Luttrell stated staff recommends approval of CUP09-05 subject to the stipulations included in the staff report.

Chairperson Kolodziej called for questions from the Commission. As there were none, he asked the representative of the project to come forward and state his name for the record.

Lyle Richardson with the Richardson Platform Group, located at 2711 East Indian School Road, Suite 205, Phoenix, Arizona represented Mr. Chip Ross, a principal with EZ Money Pawn, and Maricopa County Financial Limited Partnership. Mr. Richardson presented background information on the history surrounding this project, which led them to tonight's presentation. He showed a short film that outlined the policies and operating procedures relating to small cash loans, the sale of consumer goods, the display and handling of firearms and the security devices used by EZ Money Pawn Shops. He pointed out that the proposal was in conformance with the current General Plan designation for the property, and stated he was in agreement with the stipulations set forth by staff and offered to answer any questions.

Commissioner Hendrix requested clarification on the structure of Courtland Management Arizona, LLC, the ownership of the eight (8) pawnshops in the Phoenix area, and if those pawnshops operated as payday loans.

Mr. Richardson asked that Chip Ross come forward to address Commissioner Hendrix's question. Mr. Chip Ross of 901 East Cesar Chavez Street, Floor 2, Austin, Texas stated that Courtland Management Arizona, LLC is the general partner for Maricopa County Financial Limited Partnership which is the owner of the proposed pawnshop. The Limited Partnership is owned 50% by Limited Partners, a group of private individuals, and the other 50% are owned by Courtland L. Logue, Jr., the principal manager of Courtland Management Arizona. Mr. Ross stated he is a manager for Courtland Management Arizona. The applicant, Maricopa County Financial, Limited Partnership owns and operates the eight pawnshops in the Phoenix metro area, none of which functions as a payday loan operation.



Commissioner Shaffer inquired about the locations of the other eight EZ Money Pawnshops in the valley, particularly the one located in Peoria. Mr. Ross recited a few of the locations before referring the commission to the map. He determined the pawnshop in Peoria was located at 75<sup>th</sup> Avenue and Peoria Avenue.

Commissioner Larson asked how a determination is made to place other pawnshops in an area that is already saturated with pawnshops.

Mr. Ross stated it is strictly a business judgment decision that determines where a pawnshop is located. Besides that decision, they take into consideration traffic patterns, the population of the area, customer demands, and the needs for these services.

Commissioner Larson wanted to know if the applicant was in agreement with the stipulations regarding the exterior of the building. He also asked for assurance that the building on the proposed site would not be painted in bright colors with signs in the windows. Mr. Ross stated he agreed with all the stipulations in the staff report.

Commissioner Petrone asked what improvement or benefit would the operation of a pawnshop bring to this location over the payday loan operation that had previously been in that building.

Mr. Ross stated that EZ Money Pawn does not operate as a payday loan service; they operate more like a secondhand store. They do not charge high interest to customers, they provide small, short term, cash loan services to individuals secured by personal property.

Chairperson Kolodziej asked if there were any other questions. As there were no further questions, the public hearing was open to audience participation.

Chip Ross of 901 East Cesar Chavez Street, Phoenix, Arizona, principal with EZ Money Pawn, and Maricopa County Financial Limited Partnership, the applicant, filled out a yellow speaker card in favor of CUP09-05.

The following members of the audience filled out yellow speaker cards in opposition to application CUP09-05 but chose not to speak.

Chris Lighty  
19920 North 23<sup>rd</sup> Ave #2123  
Phoenix, AZ 85027

Marjorie Johnson  
5701 North 45<sup>th</sup> Drive  
Glendale, AZ 85301

Manuel Velasquez  
6246 North 43<sup>rd</sup> Ave.  
Glendale, AZ 85301

Melissa Polagi  
3807 West Mariposa Grande  
Glendale, AZ 85310

Melissa Ziedy  
4503 West Montebello Ave.  
Glendale, AZ 85301

David Curiel  
4161 West Reade Ave.  
Phoenix, AZ 85019

Todd L. Johnson  
5807 West Mariposa Grande  
Glendale, AZ 85310

Wanda Edmonson  
4618 West Montebello Ave.  
Glendale, AZ 85301

Francisco Manjarrez  
9045 West Encanto Blvd.  
Phoenix, AZ 85034

Teresita Aguilar  
4448 West Solano Drive S  
Glendale, AZ 85301

Gary Primerano  
6246 North 43<sup>rd</sup> Ave.  
Glendale, AZ 85301

Dorle Hager  
5701 North 45<sup>th</sup> Drive  
Glendale, AZ 85301

Betty Deterding  
4509 West Montebello Ave.  
Glendale, AZ 85301

Diane Harris  
P.O. Box 38353  
Phoenix, AZ 85069

The following members of the audience filled out yellow speaker cards and spoke in opposition to application CUP09-05.

John Edmonson of 4618 West Montebello Avenue, Glendale, Arizona 85301 current President of Bethany Heights Neighborhood Association spoke as the neighborhood representative on behalf of the non-speaking citizens that were present.

Commissioner Hendrix asked how long Mr. Edmonson spent on his presentation. Mr. Edmonson stated about four months. Commissioner Petrone asked Mr. Edmonson if there was a neighborhood loyalty to the current pawnbroker in the area. Mr. Edmonson answered no there was no partiality to the other pawnbroker, it was more of an issue with the over saturation of pawnshops in the area.

Lawrie Fitzhugh, P. O. Box 38353, Phoenix, Arizona, 85069 a representative from the Sevilla Neighborhood Association, spoke at the invitation of its sister community Bethany Heights.

Arthur Redisice of 4713 West San Miguel Avenue, Glendale, Arizona 85301 spoke as a concerned citizen.

Daniel Gross of 4714 West San Miguel Avenue, Glendale, Arizona 85301 spoke as a concerned citizen.

Johnathan Krane of 6246 North 43<sup>rd</sup> Avenue, Glendale, Arizona 85301 spoke as a concerned citizen.

Those who spoke in opposition voiced concerns regarding:

- Over saturation of pawn shops in the area
- Belief that the pawnshop would be a crime attractor and would increase the already high level of criminal activity and robberies in the area
- Security concerns regarding the processing, handling, and sales of firearms
- Detrimental impact on surrounding property values
- Visual appearance of the pawnshops
- Separation distances between residential districts and schools

John Edmonson and Lawrrie Fitzhugh submitted the following exhibits and documents to the commission:

- Personal bio for John Edmonson
- Map with locations of West Valley pawn shops
- 2009-2010 Crime statistical information for the Bethany Heights area
- Report from the University of Chicago Law School – “Markets for Stolen Property - Pawnshops and Crime”
- A working paper by Charis E. Kubrin, George Washington University, Gregory D. Squires, George Washington University, Steven M. Graves, California State University, Northridge, titled “Does Fringe Banking Exacerbate Neighborhood Crime Rates/Social Disorganization and the Ecology of Payday Lending”
- Press Release from George Washington University titled “Concentration of Payday Lending Associated with Neighborhood Crime Rates Study Finds”
- Reprint from Police Magazine, May 2000 titled “Property Crime and pawnshops: Coincidence or Correlation” by James T. Hurley, Assistant Chief, Fort Lauderdale Police Department
- Map of West Valley Pawn Shops
- Pictures of EZ Pawn Shops in the surrounding area

With the conclusion of the audience participation, Chairperson Kolodziej asked the applicant to come forward for closing remarks.

Mr. Richardson addressed the concern regarding adding another pawnshop to the area would exacerbate the level of crime in the neighborhood. Mr. Richardson explained how their services are different from those provided by a bank and a payday loan service. He addressed the saturation issues and placement of pawnshops discussed by the neighborhood associations. He stated the request satisfies the land use requirements, with the right zoning, it supports the General Plan, and the need for this service is there.

Chairperson Kolodziej asked if the commission had any further questions for the applicant.

Commissioner Hendrix asked Mr. Richardson to discuss some of the misperceptions of pawnshops that included unfavorable stereotypes portrayed in movies. Mr. Richardson stated historically there were problems within the industry, but now regulations have high levels of control and better business practices exist to nullify those problems, so the negative depiction of the pawnshop industry that was present 20-30 years ago does not exist today.

Commissioner Hendrix asked Mr. Ross if EZ Money Pawn transferred merchandise from one store to another. He also asked if the business purchased items to be sold in the store, or if they just sold items that customers brought in. Mr. Ross indicated it was a mixture of all three.

Commissioner Hendrix expressed his concerns to Mr. Richardson and Mr. Ross about opening another pawnshop and whether it was really for the betterment of Glendale or another outlet to take advantage of people in financial trouble.

A discussion took place with Commissioner Sherwood, and Mr. Richardson regarding the role demographics plays when making a decision to locate a pawnshop and the correlation between crime and pawnshops.

Commissioner Sherwood asked what percent of the business are sales versus loans. Mr. Ross stated that 10% of the loan volumes are purchases made while the other 90% is made up of a mixture of the sales of unredeemed property, supplemental goods, and loans.

Commissioner Petrone stated he has been in construction management and ownership for 40 years and during the time when business was slow, tradesmen sold their tools to pawnshops for cash. He asked Mr. Ross what portion of their business would be that kind of scenario. Mr. Ross stated a lot of their business is with trades people. We make a loan on their property and they get their property back.

Commissioner Larson stated there was a stipulation that no gun sales would be permitted at this location and do not transfer property that is brought to you. Does that mean you don't take on consignment or a loan for guns?

Mr. Ross stated staff asked that we do not sell weapons and we agreed to that. The stipulations did not preclude us from taking guns in on a loan or purchasing them. Those items would be transferred to other locations such as their E-Bay location or their gun brokers where they sell guns on gunbroker.com. Mr. Ross stated the procedure is highly regulated with strict Federal protocol that requires meticulous recordkeeping.

Chairperson Kolodziej discussed an earlier statement with Mr. Ross that one third of one percent of those items are deemed to be stolen goods. He stated only goods that fit into that one percent category are items with good descriptions and serial numbers. Many goods could be stolen and would not be identified, so there is a chance that more than one third of the one percent of the items are stolen due to a lack of information. Mr. Ross responded that no merchandise with a defaced or altered serial number is taken in for pawn or for purchase.

Chairperson Kolodziej asked Ms. Perry if there were any final comments or procedural guidance. Ms. Perry answered no. Therefore, Chairperson Kolodziej closed the public hearing and asked for a motion on CUP09-05. A **MOTION** was **MADE** by Commissioner Shaffer to recommend **APPROVAL** of CUP09-05 subject to the stipulations contained in the staff report. The **MOTION** was **SECONDED** by Commissioner Hendrix. Chairperson Kolodziej called for a roll call vote.

Three (3) voted yea; Petrone, Commissioner Sherwood, and Commission Larson. Three (3) voted nay; Hendrix, Shaffer, and Chairperson Kolodziej.

Mr. Emery asked for a brief recess so that a determination could be made based upon the code. Upon return from recess, Chairperson asked Mr. Emery for procedural guidance.

Mr. Emery stated that based upon the transactions this evening and wanting to ensure that the interpretation of the application of the code is correct, he would be referring to Section 3.102 E of the code, which requires a “concurring vote of the majority of the membership present are required to approve or deny a motion on any public hearing item.” That is further supplemented by Commission Rules of Procedure 6.4 voting which further states that a “motion to approve must receive an affirmative vote of the majority of the Commission members present. A motion which does obtain the required vote or the majority fails and the application is deemed denied.” Based upon the voting that was taken place this evening with three (3) nays and three (yeas) 6.4 and also 3.102 of the code would apply to deem the application denied.

Chairperson Kolodziej asked Mr. Emery to state the next step in the process. Mr. Emery stated there were two steps available to the commission. There is an opportunity for the commission to re-consider its determination. If that is not done, this is deemed a final decision from this body; however, the applicant has 15 days from the date of today to file an appeal to have it heard by the City Council.

Chairperson Kolodziej asked the Commission if anyone wished to change their vote. As none of the commissioners chose to change their vote and Mr. Emery had no other comments, Chairperson Kolodziej asked to hear the next agenda item.

2. **ZTA09-01:** A request by the City of Glendale Planning Commission to amend certain sections of text of the Zoning Ordinance. If adopted, the amendment will create a new comprehensive Zoning Ordinance. Adoption of the new Zoning Ordinance will only change the text of the document; it will not change the effect of current zoning on any properties within the City of Glendale. Details of the proposed ordinance including a matrix showing all substantive changes can be found at [www.glendaleaz.com/planning](http://www.glendaleaz.com/planning). Staff Contact: Maryann Pickering, AICP, Zoning Administrator, (Citywide).

Maryann Pickering, AICP, Zoning Administrator, presented this agenda item. She stated that this was a request by the City of Glendale Planning Department for a comprehensive update of the current Zoning Ordinance, stating the proposed changes in the document would make for a more flexible ordinance as it has more consistency, both in formatting and uses, and in definitions for all zoning districts. Ms. Pickering listed some of the major highlights on sections that had changed the most. They included the increase in building heights in commercial and industrial areas; the updating of sign standards, including new standards for freeway corridors; convenience use definition modifications; maps at the end of the document will be removed and made part of the zoning map or zoning atlas; and wireless standards were modified to be more flexible.

Other highlights include placing zoning cases on the consent items for City Council unless certain conditions are met, and the variance process for legal non-conforming lots will now be able to avoid a variance if certain conditions are met.

Ms. Pickering said the process for the update started in January 2009 where they met with various stakeholders that included attorneys, developers, homebuilders, sign companies, and internal city departments. Comments received throughout the process were posted on the website and a large amount of those comments were incorporated in the revised document. Ms. Pickering stated written comments received in the last few weeks were provided to the commission tonight with staff's response to each of those comments. She also stated there was very little change to the standards for residential properties. Most of the changes occurred in the commercial and industrial section stressing the update would not change the zoning of anyone's property. All zoning classifications of the property will remain the same as it is today. Notification letters were sent as part of the citizen participation process with no calls or written comments as a result of the process.

Ms. Pickering stated this item was being heard as a public hearing item, and was presented for information purposes; therefore no vote would be taken on this item. Ms. Pickering stated that for this evening's meeting, staff recommends that the public hearing be opened and the Planning Commission receives comments from those in attendance tonight. After the close of the public hearing, staff can answer questions from the commission.

Chairperson Kolodziej opened the public hearing to audience participation.

Mr. Scott September, residing at 20830 North Tatum Boulevard, Phoenix, Arizona 85050 representing Arizona Wireless Association, requested staff reconsider comments regarding related equipment shelters for alternative communication sites being placed in the right-of-way, as well as a modification to the quarter mile rule and its application to alternative tower types.

Commissioner Sherwood asked Mr. September for an example of a concealed site design. Mr. September stated that a concealed site design would be something that is architecturally integrated into an existing building or structure such as monopalms, monopines, or any other design or structure that would hide or conceal the antennas of the applicant.

A brief discussion took place with the Commission and Mr. September regarding the restrictions for cell sites in the quarter mile rule and language for the alternative communication sites being placed in the right-of-way before Chairperson Kolodziej called for the next speaker.

Mr. Nick Wood with Snell & Wilmer, located at One Arizona Center, 400 East Van Buren, Phoenix, Arizona 85004 stated his name and address for the record. He spoke in support of the Zoning Ordinance update and complimented city management, staff, and city leadership for their vision.

As there were no other speaker cards or members of the audience that wished to speak, therefore, Chairperson Kolodziej asked Ms. Pickering for final comments.

Ms. Pickering explained her position on the two items discussed by Mr. September, and stated that she would be willing to further explore the issues expressed, specifically the right-of-way and the quarter mile rule.

Chairperson Kolodziej made a request to Staff to have the 300-foot notification distance for conditional use permit approval extended to 500-feet. Ms. Pickering agreed to Chairperson Kolodziej's request.

Commissioner Hendrix asked if there was a technical or functional difference between a monopole and a monopalms. Mr. September stated there is no functional difference between monopoles and monopalms. Both are used as a camouflage to conceal the antenna. The use of these structures is conducive to the area in which they are located. Monopoles are more often used for industrial areas and monopalms are used in areas where other palm trees exist.

Ms. Pickering asked the Commission to submit comments to her within two weeks, as this case would be heard before the Planning Commission at a future public hearing date for a recommendation to be forwarded to City Council for final approval.

#### OTHER BUSINESS

Chairperson Kolodziej called for other business and invited those present an opportunity to speak. Ms. Perry stated there was no other business for discussion.

#### PLANNING STAFF REPORT

Chairperson Kolodziej called for the Planning Staff Report. Ms. Perry stated there was nothing to report at this time.

#### COMMISSION COMMENTS AND SUGGESTIONS

Chairperson Kolodziej called for Commission Comments and Suggestions. There were no comments or suggestions.

#### NEXT MEETING

Chairperson Kolodziej announced the date of June 3, 2010 for the next Planning Commission meeting.

#### ADJOURNMENT

The meeting adjourned at approximately 9:25 p.m.

Respectfully Submitted,

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Marilyn Clark, Recording Secretary

**PLANNING COMMISSION DRAFT MINUTES  
COUNCIL CHAMBERS  
JUNE 3, 2010  
7:00 P.M.**

**CALL TO ORDER**

Chairperson Kolodziej called the meeting to order at approximately 7:00 p.m.

**ROLL CALL**

**Commissioners Present:** Chairperson Kolodziej (Yucca), Vice Chairperson Spitzer (Barrel), Commissioner Petrone (Cholla), Commissioner Sherwood (Sahuaro), Commissioner Hendrix (Ocotillo), Commissioner Shaffer (Cactus), Commissioner Larson (Mayoral)

**City Staff Present:** Tabitha Perry, Principal Planner, Jon M. Froke, AICP, Planning Director, Sherry Schurhammer, Budget Director, Ron Short, FAICP, Deputy Director Long Range Planning, Thomas Ritz, AICP, Senior Planner, Karen Stovall, Senior Planner, Marilyn Clark, Recording Secretary

**APPROVAL OF MINUTES:**

None.

**WITHDRAWALS AND CONTINUANCES:**

Chairperson Kolodziej asked if there were any withdrawals or continuances. Ms. Perry, Staff Liaison, stated there were no withdrawals or continuances.

**OTHER BUSINESS:**

**Fiscal Year 2010-2011 of the Fiscal Year 2011-2020 Preliminary Capital Improvement Plan:**

Thomas Ritz, AICP, Senior Planner presented the details of this request to determine if the Fiscal Year 2010-2011 (FY11) of the Fiscal Year 2011-2020 (FY20) Preliminary Capital Improvement Plan (CIP) conforms to the General Plan. He stated the ten year CIP is updated annually to ensure consistency with the City Council strategic goals, objectives and priorities, intergovernmental agreements, and on-going projects in the community. In Glendale, the only responsibility the Planning Commission has in the CIP process is to review the ensuing year, to determine if the projects are in conformance with the adopted General Plan.

Mr. Ritz stated that Staff's recommendation is to indicate that the fiscal year 2011 preliminary CIP is in conformance with Glendale's General Plan and that the required action of the Planning Commission is to report to the City Council that the fiscal year 2011 preliminary CIP of the fiscal year 2011-2020 preliminary CIP is in conformance with the General Plan. He stated a vote is needed to send a letter to council and a motion should be made to have a letter forwarded to the City Council indicating that the Planning Commission believes that the fiscal year 2011 preliminary CIP of the fiscal year 2011-2020 preliminary CIP is consistent with the General Plan.



Chairperson Kolodziej called for questions from the Commission. As there were none, he called for a motion to have a letter forwarded to the City Council indicating the Planning Commission believes that the Fiscal Year 2011 Preliminary CIP of the Fiscal Year 2011-2020 Preliminary CIP is consistent with the General Plan. A Motion was made by Commissioner Hendrix and Seconded by Commissioner Sherwood. The Motion passed 7 to 0.

#### PUBLIC HEARING ITEMS

Chairperson Kolodziej explained the policies and procedures of the public hearing then called for the public hearing items to be presented.

#### GPA08-08/ZON08-22:

Karen Stovall, Senior Planner presented the details of both applications for a request by Mashburn Companies, representing 51 Palms, LLC, for the property located at 8045 North 51<sup>st</sup> Avenue, which is in the Cactus District. The site is 5.9 acres in size, located approximately 300 feet north of the northeast corner of 51<sup>st</sup> and Northern avenues.

The property is currently vacant and is bordered by single family residential to the north, multi-family residential to the east, and commercial to the south and west. The requests are to amend the General Plan land use map from High Density Residential, 12-20 dwelling units per acre and Office to Planned Commercial and to amend the permitted land uses and development standards of the existing 51 Palms Planned Area Development (PAD). Currently, the PAD permits residential condominiums and office development. The conceptual development plan proposes approximately 72,000 square feet of building area that includes a gas station, self-storage warehouses to the east, and a restaurant along Northern Avenue. The PAD includes a limited list of permitted uses. In addition to gasoline sales, restaurants, and self-storage warehouses, this list includes banks, drugstores, retail, office, and one drive-thru use. The plan shows two driveways on 51<sup>st</sup> Avenue and one on Northern Avenue. The south driveway on 51<sup>st</sup> Avenue will be shared with the EY Plaza located to the south. Access to the self-storage facility is by a single drive aisle that runs along the north side of the gas station. An eight-foot high wall and an average landscape buffer of 10 feet are proposed along the north and east property lines adjacent to the residential land uses. The gas station is expected to be developed in the first phase of the project and is likely to occur in the next year. The self-storage and restaurant parcels should follow in the next two to three.

The applicant held a neighborhood meeting in July of 2009. Issues discussed included the proposed wall and landscaping along the north property line, vehicular circulation, plans for security, delivery times, hours of operation, building design, lighting, and whether a caretaker would live on the self-storage facility. The Planning Department received two telephone calls and one e-mail regarding these requests. The individuals were asking for general information and did not express any concerns.

The PC land use designation is intended for commercial developments that are constructed and operated as a single entity. The proposed project will meet this intent by sharing driveways,

identification signs, and a common landscape theme. The Land Use Element of the General Plan encourages infill development. This proposal will make use of existing municipal infrastructure. The project will have direct access to existing streets and utilities within Glendale's core.

The PAD zoning district is the most appropriate zoning district for implementing the Planned Commercial General Plan land use designation and developing this infill commercial project. The proposed development plan meets the intent of the PAD district to create an effective use of land and circulation systems. The plan combines three parcels, including one with no existing street frontage, into a cohesive, master planned project.

Ms. Stovall stated that in conclusion, the Planning Commission should recommend approval of GPA08-08 and ZON08-22, subject to the stipulations listed in the staff report and reminded the Commission that two separate motions are required for these items.

Chairperson Kolodziej called for questions from the Commission. As there were none, he asked the representative of the project to come forward and state his name for the record.

The applicant, Mr. Lee Mashburn stated his name for the record. He said he was representing the Mashburn Companies located at 7450 East Pinnacle Peak Road, Scottsdale, Arizona 85255. Mr. Mashburn stated staff's presentation clearly demonstrated the intent of the project and he was excited about starting construction on the project. Mr. Mashburn said he would be happy to answer any questions.

Chairperson Kolodziej asked for questions from the Commissioners.

Commissioner Shaffer wanted to know when the storm water construction project would be completed. Ms. Perry stated that the Jon Froke, Planning Director indicated that the timeframe for completion would be sometime in August of 2010.

There were no additional questions from the Commission. Chairperson Kolodziej asked that the public hearing be open to audience participation. As there were no speaker cards and no members of the audience that wished to speak on this item, Chairperson Kolodziej asked Ms. Perry if there were any final comments or procedural guidance for GPA08-08. Ms. Perry answered no. Therefore, Chairperson Kolodziej closed the public hearing and asked for a motion to approve GPA08-08. A Motion was made by Commissioner Shaffer to Recommend Approval of GPA08-08. Chairperson Kolodziej asked for a roll call vote. The Motion was seconded by Commissioner Sherwood. The Motion was Approved 7 to 0.

Chairperson Kolodziej asked Ms. Perry if there were any final comments or procedural guidance on ZON08-22. Ms. Perry answered no. Therefore, Chairperson Kolodziej asked for a Motion to approve ZON08-22 subject to the stipulations contained in the staff report. A Motion made by Commissioner Shaffer to Recommend Approval of ZON08-22, subject to the stipulations

contained in the staff report. Motion seconded by Commissioner Sherwood. Chairperson Kolodziej asked for a roll call vote. The Motion was Approved 7 to 0.

Chairperson Kolodziej asked Ms. Perry to state the next step in the approval process. Ms. Perry stated that the Planning Commission's action on General Plan Amendment GPA08-08 and ZON08-22 is a recommendation, which is forwarded to City Council for final approval.

#### PLANNING STAFF REPORT

Chairperson Kolodziej called for the Planning Staff Report. Ms. Perry stated she had two items to report to the Commission. The first item was a project update. She stated that on April 1, 2010, Planning Commission recommended approval for General Plan Amendment for GPA08-10, and a rezoning application for ZON08-23 titled Urban 95. The request was to amend the General Plan Use Map from Business Park and Planned Commercial to Entertainment Mixed Use and to rezone from Business Park and Community Shopping Center to Planned Area Development for the property located at the southwest corner of 95<sup>th</sup> and Missouri avenues. The property consists for 45 acres of a mixed use development that includes office, commercial, hotel, and residential land uses in addition to open space. The project was heard before the City Council on May 25, 2010 and was approved.

Ms. Perry stated the second item was a request to vacate the Planning Commission Workshop and Public Hearing meeting for July 1, 2010.

Chairperson Kolodziej asked for a motion to vacate the Planning Commission Workshop and Public Hearing meeting for July 1, 2010. The motion was made by Commissioner Shaffer and seconded by Commissioner Hendrix. Chairperson Kolodziej asked for a roll call vote. The motion passed unanimously.

#### COMMISSION COMMENTS AND SUGGESTIONS

Chairperson Kolodziej called for Commission Comments and Suggestions. There were no comments or suggestions.

#### NEXT MEETING:

Chairperson Kolodziej asked Ms. Perry for the date of the next public hearing. Ms. Perry announced that the next public hearing was anticipated to be the first Thursday in August.

#### ADJOURNMENT

The meeting was adjourned at 7:20 p.m.

Respectfully Submitted,

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Marilyn Clark



# Planning Department Staff Report

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**DATE:** July 15, 2010 **AGENDA ITEM:** 1

**TO:** Planning Commission

**FROM:** Tabitha Perry, Principal Planner  
**PRESENTED BY:** Bill Luttrell, Senior Planner

**SUBJECT:** **REZONING APPLICATION ZON10-01: SPORTSMAN'S PARK  
EAST-9435 WEST MARYLAND AVENUE**

**REQUEST:** Rezone from A-1 (Agricultural) to PAD (Planned Area Development).

**APPLICANT/OWNER:** Earl, Curley & Lagarde, P.C./Arizona Cardinals Football Club and New Cardinals Stadium.

**REQUIRED ACTION:** The Planning Commission must conduct a public hearing and determine if this request is in the best long-term interest of this neighborhood and consistent with the General Plan.

**RECOMMENDATION:** The Planning Commission should recommend approval of ZON10-01, subject to the stipulations contained in the staff report.

**PROPOSED MOTION:** Move to recommend approval of ZON10-01, subject to the stipulations contained in the staff report.

**SUMMARY:** The request will approve a PAD titled Sportsman's Park East. This mixed-use development will include commercial, retail, hotel, and residential land uses.

**COMMISSION ACTION:**

Motion made by \_\_\_\_\_ to recommend approval of ZON10-01, subject to the stipulations contained in the staff report. Motion seconded by \_\_\_\_\_. The motion was \_\_\_\_\_ to \_\_\_\_\_.

## **DETAILS OF REQUEST:**

### **General Plan Designation:**

The property is designated as CCC.

### **Property Location and Size:**

The property is located at the southeast corner of 95<sup>th</sup> and Maryland Avenues and is approximately 58 acres in size.

### **History:**

There have not been any recent land use actions that affect the property.

### **Design Review:**

A design review application was not submitted concurrently with this application; however, design concepts and criteria have been incorporated into the PAD booklet.

### **Site Plan and Operational Issues:**

Four land uses are proposed within the PAD:

- Residential .....150 units
- Commercial/Retail .....1,550,000 square feet
- Hotel.....150 rooms

Building heights will vary in range from 20 feet to 60 feet. A maximum of two buildings are permitted to have a building height of 90 feet.

Public access is provided through the development by 95<sup>th</sup> Avenue and Maryland Avenue. Additional access may include the future construction of 93<sup>rd</sup> Avenue and a network of internal streets.

It is anticipated that a full build-out will not occur for 25 to 40 years. Construction of the project will be on a phased basis over an extended period of time and depending upon market demand. This is similar to other large projects in Glendale such as Arrowhead Ranch, Talavi, and Westgate.

The development of the University of Phoenix Stadium and surrounding Sportsman's Park West and East is made possible by the nature of the existing parking use on the site and will be governed by existing contractual agreements among the Arizona Cardinals, City of Glendale, and AZSTA regarding parking for the Stadium. Nothing in this proposed PAD application can or will affect the continuing obligations of all the parties to the parking agreements that ensure sufficient parking is always available for the full range of Stadium events.

Parking requirements for the urban character development are proposed as follows:

- Short-term, on-street parking for retail customers and visitors to residential units;
- Off-street parking on building parcels for office employees and visitors and hotel guests and residential residents;
- Surface parking adjacent to buildings for office employees and visitors during business hours and Stadium and retail patrons during all other hours.



- Off-street parking in parking structures for office employees during business hours and Stadium and retail patrons during all other hours.
- There is a potential for shared use of parking spaces among the various land uses proposed.

The PAD provides architectural images that reflect the appropriate possibilities envisioned for Sportsman's Park East. When Design Review occurs for individual development projects each project will be required to comply with the design elements in order to create a unified and contemporary theme.

Signs will be appropriately scaled and integrated into the project while promoting characteristics of a dense urban form as expressed by the project's design elements.

All relevant City of Glendale standards concerning drainage and utilities will apply. The City of Glendale will provide police and fire protection and sanitation collection to the residential properties and may provide containers for pre-sorted recycling programs through private service.

#### **CERTIFICATE OF ADEQUATE SCHOOL FACILITIES:**

Sportsman's Park East is located within the Pendergast Elementary School District (PESD) and Tolleson Union High School District (TUHSD). The applicant has met with both school districts to ensure that there are adequate school facilities in their respective districts. A stipulation has been added for the applicant to provide a certificate of adequate school facilities.

#### **CITIZEN PARTICIPATION TO DATE:**

##### **Applicant's Citizen Participation Plan:**

On June 16, 2010, the applicant mailed 120 notification letters to adjacent property owners and interested parties inviting them to a neighborhood meeting held on June 30, 2010. Approximately 12 people attended the meeting. A summary of issues discussed included the phasing of the development, parking, building design, building heights, traffic, and the amount of multi-family development.

The Planning Department received three inquiries to review the application followed by general questions regarding the project. The applicant's Citizen Participation Final Report is attached.

##### **Planning Commission Public Hearing:**

A Notice of Public Hearing was published in *The Glendale Star* on June 24, 2010. Notification postcards of the public hearing were mailed to adjacent property owners and interested parties on June 25, 2010. The property was posted on June 25, 2010.

## **STAFF ANALYSIS:**

### **Rezoning**

- The PAD zoning district is the most appropriate zoning district for implementing the existing CCC General Plan land use designation and developing a mixed use project.
- The proposed development plan meets the intent of the PAD zoning district to create a mixed use development that encourages innovative development concepts for all proposed land uses to provide a greater variety and intensity of land uses.
- The development plan will create a project unified by architecture, landscaping, signage, and lighting with complementary land uses.
- Signs will be appropriately scaled and integrated into the project while promoting characteristics of a dense urban form as expressed by the project's design elements.
- Development will occur over an extended period of time. It is anticipated that a full build-out will not occur for 25 to 40 years.
- All applicable city departments have reviewed the application. Some departments have included stipulations to address their concerns.
- All relevant City of Glendale standards concerning drainage and utilities will apply. The City of Glendale will provide police and fire protection and sanitation collection to the residential properties and may provide sanitation collection to the commercial properties. Developers are required to provide containers for pre-sorted dry waste, and multi-family property owners association will implement recycling programs through private service.

## **RECOMMENDATION:**

The Planning Commission should recommend approval of this request, subject to the following stipulations:

1. Development shall be in substantial conformance with the development plan outlined in the PAD document, date stamped July 6, 2010.
2. Shared use of parking spaces among various uses such as office and retail shall be reviewed at the time of design review.
3. Residential units shall have an average 60 square foot private exterior open space.
4. Adult oriented land uses, tattoo parlors and deferred presentment companies shall not be permitted.
5. The applicant shall provide a signed certificate of adequate school facilities from Pendergast Elementary School District and Tolleson Union High School District prior to receiving final approval from City Council.
6. Parking quantity and location will be analyzed in conjunction with site plan and design review of Phase I and all subsequent phases for the project.
7. An update to the traffic study will be required in conjunction with site plan and design review for Phase I and all subsequent phases for the project. The traffic study shall include an analysis of potential impacts to surrounding neighborhoods and mitigation measures, if needed.



8. An update to the existing traffic management and parking plan for event days will be required to ensure that safe and efficient circulation for event traffic is accommodated while providing access to other uses as allowed by the PAD. The update will be required in conjunction with site plan and design review of Phase I and all subsequent phases for the project.
9. Locations of public and private streets and intersections will be determined in conjunction with site plan and design review for Phase I and all subsequent phases for the project.
10. Any new water/sewer/access easements and additional right-of-way shall be dedicated to the City of Glendale prior to the first Certificate of Occupancy for that particular phase.
11. Prior to City Council consideration the applicant shall meet with city staff to review required edits to the PAD document. The applicant will be required to submit revised PAD documents prior to City Council consideration of this request.

**ATTACHMENTS:**

1. Applicant's PAD Booklet, date stamped July 6, 2010.
2. Citizen Participation Final Report (without mailing labels), approved July 2, 2010.
3. Vicinity Rezoning Map.
4. Aerial Photograph, dated November, 2008.

**PROJECT MANAGER:** Tabitha Perry, Principal Planner (623) 930-2596.  
[tperry@glendaleaz.com](mailto:tperry@glendaleaz.com)

**REVIEWED BY:**

  
Planning Director

TP/mc

  
Deputy City Manager



A Citizen Participation FINAL REPORT for

# Sportsman's Park East

located at the  
Southeast corner of the 95<sup>th</sup> Avenue and Maryland Avenue

**REZONING FOR  
PROPOSED MIXED USE DEVELOPMENT  
(Application number: ZON10-01)**

Developer

Arizona Cardinals Football Club LLC  
New Cardinals Stadium LLC  
8701 S. Hardy Drive  
Tempe, Arizona 85284  
(602) 379-0101

Applicant on behalf of

Arizona Cardinals Football Club LLC and  
New Cardinals Stadium LLC  
Michael J. Curley  
Earl, Curley & Lagarde, P.C.  
3101 N. Central Avenue, Suite 1000  
Phoenix, AZ 85012  
(602) 265-0094

Prepared by:

**EARL, CURLEY & LAGARDE, P.C.**  
ATTORNEYS AT LAW

July 1, 2010

APPROVED  
*Michael J. Curley* 7/2/10  
SIGNATURE DATE

### CITIZEN PARTICIPATION FINAL REPORT

In accordance with the City of Glendale Citizen Participation Ordinance, this is the Citizen Participation Final Report which identifies the results of citizen participation efforts on the proposed Rezoning applications for Sportsman's Park East.

#### INTRODUCTION

On behalf of the property owners and developer, Earl, Curley & Lagarde, P.C. is submitting this Citizen Participation Plan to the City of Glendale as part of the Rezoning application. This Citizen Participation Plan was prepared in accordance with the City of Glendale Citizen Participation Ordinance (CPO).

#### *Background*

The property is generally located at the southeast corner of 95<sup>th</sup> Avenue and Maryland Avenue and consists of 58.17 gross acres. The proposed request will be known as Sportsman's Park East.

The project site generally consists of land immediately adjacent to the University of Phoenix Stadium. This land is currently being used for surface parking or open lawn. The current General Plan Land Use designation is CCC (Corporate Commerce Center) and no change is being requested to this designation. The project site is currently zoned A-1 (agricultural) which is not consistent with the current General Plan designation of CCC. Therefore, in order to comply with the State's consistency requirement, a new zoning designation is required. The applicant is requesting a rezoning to change the A-1 zoning to PAD (Planned Area Development).

#### *Development Plan*

Given that the continuing need to provide up to 14,000 parking spaces for Stadium activities will remain, development of Sportsman's Park East will have a primary focus on weekday employment uses that can share parking and a much smaller focus on retail, residential and hotel uses that generally require their own exclusive parking. This will further establish this section of the Loop 101 corridor as the West Valley's central and creative business district. The land within Sportsman's Park East is less visible from the Loop 101 and this will drive a development that is more suburban in character with low to mid-rise buildings and a combination of surface and structured parking. This will make it possible to develop buildings with larger footprints and at lower rents than will be the case at Westgate, Centrada and **cbd101**; thereby insuring that the City is competitive for a wider range of prospective office users.

Some key attributes of the development plan for Sportsman's Park East include:



- A maximum of 1,550,000 square feet of commercial space (FAR = 0.61). This is primarily employment driven to allow for the parking to serve “double duty” with Stadium requirements.
- A small amount of the commercial space will primarily serve on-site retail needs.
- A maximum of 150 hotel rooms will be part of the commercial space.
- A relatively small component of 150 Residential units.
- Develop a parking strategy that allows for a mix of surface and structured parking as needed to maintain required levels of on-site Stadium parking.

### **TECHNIQUES/OVERVIEW**

- As per the approved Citizen Participation Plan, on June 16, 2010, Earl, Curley & Lagarde P.C. mailed 120 first class letters to: all area property owner's within 300-feet of the subject site, Interested Parties as provided by the Planning Department, and other area property owner's as suggested by the Planning Department, the Planning Department, City Council office, and the Mayor's office to advise them of the proposed mixed use development and to notify them of neighborhood meeting to discuss the Rezoning application. (See APPENDIX, Exhibit A and B).
- The letter invited residents to attend a neighborhood meeting at Hampton Inn & Suites-Westgate, 6630 N. 95<sup>th</sup> Avenue, Glendale, AZ 85305, on Wednesday, June 30, 2010 at 6:00 PM. The letter provided a brief explanation of the proposed applications and explained the purpose of the meeting and included an aerial photograph which outlined the boundaries of each application.
- The neighborhood letter also included the applicant's contact information so that if anyone wanted to express concerns, issues, or problems they could by calling, writing, emailing, or faxing the applicant.
- A neighborhood meeting was held on June 30, 2010 @ 6:00 PM to inform those in attendance of the proposed applications.
- Attached under Appendix Exhibit A is a copy of the Notification Letter. Appendix Exhibit B includes the property owners within 300-feet, additional notification property owners beyond 300-feet, and Interested Parties list.

### **NEIGHBORHOOD MEETING OUTCOME**

- At the June 30, 2010 neighborhood meeting, 12 residents or participating individuals, including Councilmember Clark, Planning Director Jon Froke, Principal Planner Tabitha Perry, Planning Commission Chair-John Kolodziej and two members of the Project Team attended the meeting. (See Appendix, C Sign-In Sheets)
- At the neighborhood meeting, Michael J. Curley explained the existing General Plan designation and zoning on the properties. Mr. Curley provided a general overview of the proposals and explained where the project was in the City process.

- Applicant's office contacted Chris John and Cindy Halsey, of Pendergast Estate specifically, to inquire if they had any concerns or questions on the proposed applications.
- The applicant's office has received no phone calls, faxes, or e-mails inquiries about the requests or about the neighborhood meeting.
- Should any adjacent property owners and/or other interested individuals raise any concern between now and the rezoning hearing dates, the Project Team will make every effort to address their concern in the appropriate manner, such as but not limited to personal visits, phone calls, or other acceptable means. Members of the Project Team are committed to working with the City of Glendale, surrounding neighbors, and any interested parties to ensure the compatibility and success of Sportsman's Park West and East projects.

**CONCERNS, ISSUES – RAISED AND HOW IT WAS ADRESSED (Responses are in italic below each individual bullet point)**

- A statement was made that it appears that the proposed PADs provide less information/details than the recently approved PADs in the area (ie. building heights, site plan, design exhibits, etc.,) why don't these 2 applications have such detail?"

*Response: It was explained that both PADs provide information such as building heights, number of residential units, parking ratios, architectural and landscape characters, floor area ratio, potential access points, open space, and total building square footage. Because the project is a long range one (20-40 years) it is impossible to accurately portray and predict the building footprint, architectural style, etc. for these proposed buildings. Thus, the project will be subject to the City's Design Review process which includes site plan, architectural, and landscaping design review.*

- Why is Staff moving forward if there are insufficient details.

*Response: It was explained that both Sportsman's Park West and Sportsman's Park East are currently zoned A-1 ("Agricultural") and not consistent with the current General Plan designation of "CCC" or the City's zoning definition for A-1 or the State's consistency requirement. It was explained that both PADs provide information such as building heights, number of residential units, parking ratios, architectural and landscape characters, floor area ratio, potential access points, open space, and total building square footage and it made logical sense to rezone the entire site so that it conforms to the City's General Plan. Additionally, the underlying zoning precludes the Great Lawn and open space from being used for civic events such as art shows, food fairs, auto shows etc. These events provide cultural opportunities and tax revenue to the City.*



- If the Cardinals decided to move their Tempe Training Facilities could that training facility go on either one of these site?

**Response:** *No. The PADs are designed to allow office uses as the primary focus.*

- Why are we moving forward if there is an agreement that no commercial would be built until 2012?

**Response:** *Approval is necessary to accommodate the utilization of the lawn areas for cultural events. Additionally, the entitlements will allow the property owners to market the site and seek development envisioned for this project.*

- Neighbor inquired about height and location(s) of potential hotel(s) for Sportsman's Park East.

**Response:** *Sportsman's Park East is limited to a maximum building height of 60-feet, except 2 buildings will be allow to go up to 90-feet. It was explained that the location of the hotels are not known and will be market driven.*

- Question was raised why adding more apartments when there are a lot of vacant apartments in the Westgate project?

**Response:** *It was explained that there is very minimal number of residential units proposed. Sportsman's Park East proposes 150 units which equals 2.6 dwelling units per acre. This minimal amount of residential units are substantially lower than the approved projects in the area such as Bella Villagio @ 37.5 du/ac, Urban 95 @ 15.8 du/ac, Centrada @ 13.3 du/ac and cbd101 @ 11.0 du/ac.*

- Concerned that the lack of information/details does not give him or others enough information as to what will potentially be built.

**Response:** *It was explained that both PADs provide information such as building heights, number of residential units, parking ratios, architectural and landscape characters, floor area ratio, potential access points, open space, and total building square footage. While it is unknown who the users are at this time or the exact location of each new building, any proposed development will be subject to the City's Design Review process which includes site plan, architectural, and landscaping design review.*

- Concern with Traffic in area. A neighbor said while the City does mitigate traffic during game day events but what will happen to traffic when there is an event at Westgate and an RV or other similar event at Stadium/Sportsman's Park. An event that the City would not be monitoring for traffic flow.

**Response:** *A Traffic Impact Analysis has been submitted to the City. The City has review the report and believes that the surrounding roadway system can accommodate the*

*proposed traffic for Phase 1 square footage. Since it is not known how the surrounding area will develop the City has placed a stipulation on both applications that requires the property owner/developer to submit a revised Traffic Impact Analysis report when developer/property owners wishes to increase square footage beyond Phase 1. Such TIA will analyze the current traffic conditions.*

- It was stated that this is a premiere area of Glendale and “back office” was not appropriate for this area. It was stated the “Class A” office should be the focus of this PAD for office development.

*Response: The term back office is a tenant not a style or architectural character. The intent is to develop “Class A” office.*

- Concern was raised regarding how parking would be provided if there is going to be development over the surface parking.

*Response: It was explained that Sportsman's Park East and West will provide separate parking for any new development as outlined in the PAD. The surface parking will be replace to always provide the minimum 14,000 parking spaces for the Cardinal Stadium.*

- Question was raised on the location of Phase I and the potential hotel locations.

*Response: It is estimated that Phase 1 will probably take place Sportsman's Park East along the south property line, however, the exact location will be market driven.*

### CONCERNS, ISSUES – NOT ADRESSED

- He said there were a lot of promises made when Ellman came to town such as retail commercial being built and none of that has come to fruition.

*Response: Our office does not represent the Ellman Company and therefore we can not address this answer or do not know why this has not taken place.*

## *APPENDIX*

*Exhibit A*



**EARL, CURLEY & LAGARDE, P.C.**  
ATTORNEYS AT LAW

Telephone (602) 265-0094  
Fax (602) 265-2195

3101 North Central Avenue  
Suite 1000  
Phoenix, Arizona 85012

June 16, 2010

RE: **Sportsman's Park West**—General Plan Amendment (GPA10-01) and Rezoning (ZON10-02) Applications—*southeast corner of Loop 101 and Maryland Avenue*  
**Sportsman's Park East**—Rezoning (ZON10-01) application—*southeast corner of 95<sup>th</sup> Avenue and Maryland Avenue*

Dear Property Owner, Interested Party or Homeowners Association:

On behalf of the property owners and developer, our office has filed three requests for two separate projects that will surround the University of Phoenix stadium located at the southeast corner of 95<sup>th</sup> Avenue and Maryland Avenue. We would like to invite you to a neighborhood meeting to review our proposal and give us your input on both projects.

**Sportsman's Park West**

**Sportsman's Park West** consists of two applications; 1) A request for a General Plan Amendment (GPA10-01) and 2) a companion Rezoning (ZON10-02). The site is approximately 71-acres and generally located at the southeast corner of Loop 101 and Maryland Avenue. The General Plan Amendment ("GPA") request is to change the land use designation from CCC ("Corporate Commerce Center") to EMU ("Entertainment Mixed Use") and the companion rezoning request is to change the zoning from A-1 (Agricultural) to PAD ("Planned Area Development") for a proposed project to be known as **Sportsman's Park West**.

The project site is currently zoned A-1 ("Agricultural") which is not consistent with the current General Plan designation of CCC. In order to comply with the State's consistency requirement, a new zoning designation is required. Therefore, the applicant is requesting a rezoning request to change the A-1 zoning to PAD ("Planned Area Development"). The site provides a transition between the area land uses and will lend itself to increasing quality employment opportunities as desired per the General Plan.

**Sportsman's Park East**

**Sportsman's Park East** is a request for a Rezoning (ZON10-01). This site is approximately 58-acres and generally located at the southeast corner of 95<sup>th</sup> Avenue and Maryland Avenue. This request is a rezoning from A-1 ("Agricultural") to PAD ("Planned Area Development") for a proposed project to be known as **Sportsman's Park East**. The project site is currently zoned A-1 ("Agricultural") which is not consistent with the current General Plan designation of CCC. In order to comply with the State's consistency requirement, a new zoning designation is required.

Sportsman's Park West and East  
Neighborhood Meeting Letter  
June 16, 2010  
Page 2


Therefore, the applicant is requesting a re-zoning request to change the A-1 zoning to PAD ("Planned Area Development").

We would like to invite you to a neighborhood meeting to review our proposals and give us your input on both projects. We would like to receive any input from the neighborhood relative to both projects. At this meeting the applicant's representatives will explain the projects, answer your questions and listen to your comments.

This neighborhood meeting will be held at:

**Hampton Inn & Suites-Westgate (Meeting Room)**  
**6630 North 95<sup>th</sup> Avenue, Glendale AZ 85305**  
**JUNE 30, 2010 @ 6:00 PM**

Representatives of the City of Glendale have also been invited to attend this meeting. If you have any questions concerning this meeting, or if you cannot attend this meeting but would like to discuss the proposed requests, please contact me or Ricardo Toris on my staff at (602) 265-0094 or e-mail Ric at rtoris@ecclaw.com.

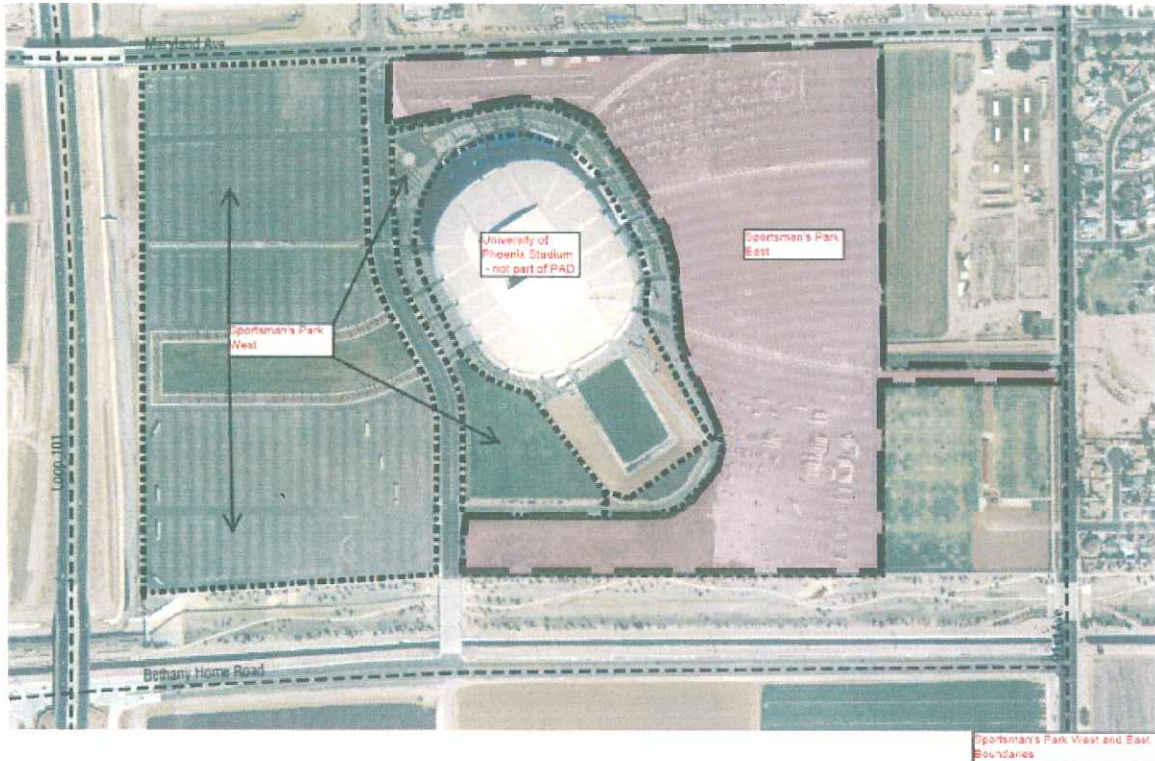
Sincerely,  
  
for Michael J. Curley

Attachments: Aerial Photo

cc: Mayor Scruggs  
Council Member Clark  
Tabitha Perry, Senior Planner  
Diana Figueroa, Senior Secretary

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Sportsman's Park West and East  
Neighborhood Meeting Letter  
June 16, 2010  
Page 3

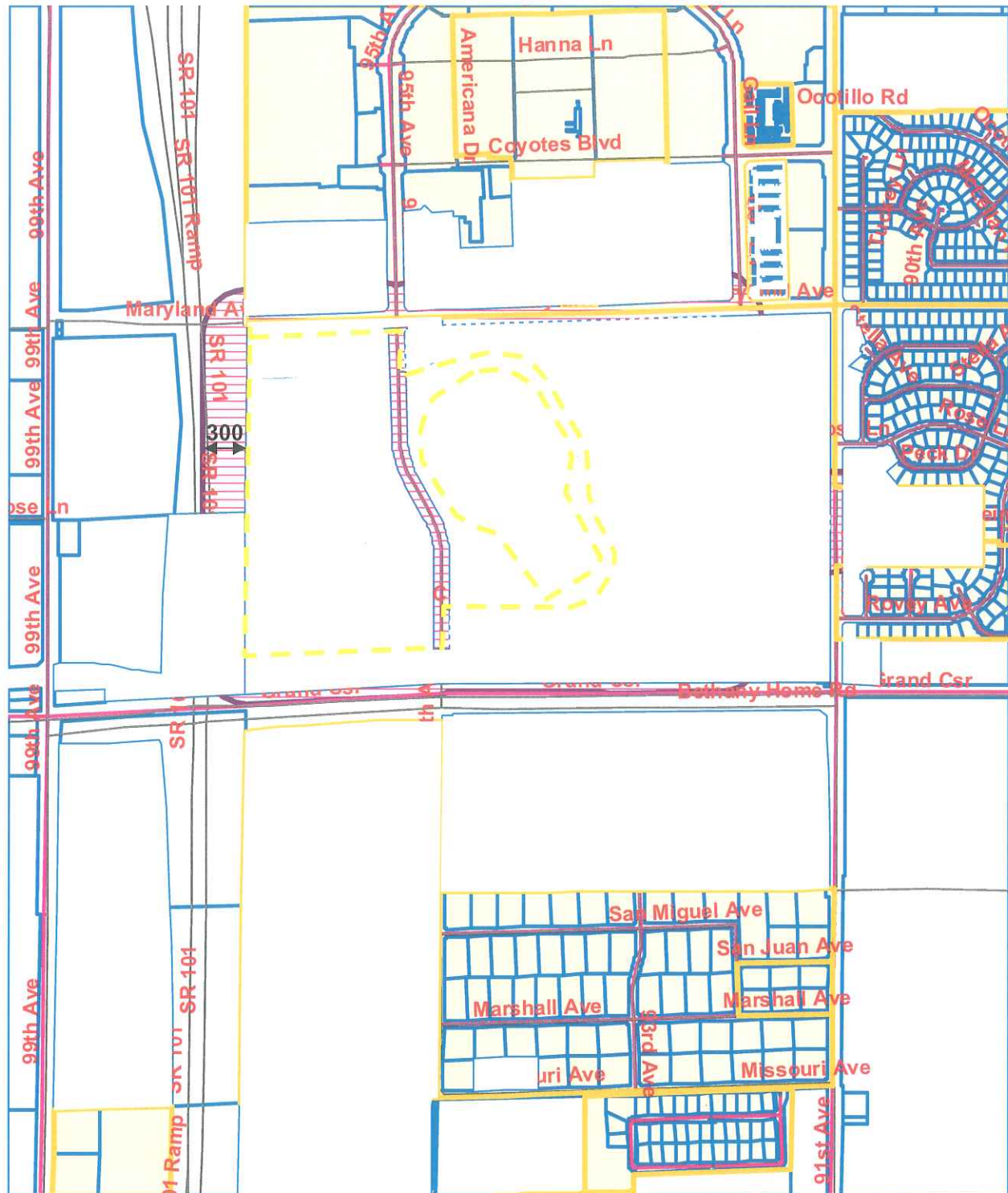


**Sportsman's Park West**—General Plan Amendment (GPA10-01) and Rezoning (ZON10-02) Applications—*southeast corner of Loop 101 and Maryland Avenue*

**Sportsman's Park East**—Rezoning (ZON10-01) application—*southeast corner of 95<sup>th</sup> Avenue and Maryland Avenue*

*Exhibit B*





### Notification Area

300-foot Property Ownership Plus  
 Additional Property Ownership as determined by the Planning Department  
 (Properties shaded in Black)

## *Exhibit C*

Sportsman's Park West (GPA10-01 and ZON10-02) and Sportsman's Park East (ZON10-01)

Neighborhood Meeting

Wednesday, June 30, 2010 @ 6:00 PM

Hampton Inn & Suites-Westgate (Meeting Room), 6630 N. 95<sup>th</sup> Avenue, Glendale, AZ 85305

NAME	ADDRESS	CITY & ZIP	PHONE/E-MAIL
Colleen Johnson	6417 N 29 <sup>th</sup> Street	Phoenix 85016	Colleen@me@gmail.com
Kenneth Strugis	8821 W Keim Dr	Glendale AZ 85305	
Cecilia Chun	Glendale	AZ Republic	602 444 6928
Bobbie Garland	5012 North 64 <sup>th</sup> Dr Glendale 85301	Glendale 85301	628-846-8004
Tabitha Perry	COG	Glendale	623 930-2590
Trent Johnson	6630 N. 95 <sup>th</sup> Ave	Glendale	623-271-7771 tjohnson@neghoteles.com
Tom Sadler	UOP Stadium	AZ STA	623 433-7509 TSadler@aol.com

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Sportsman's Park West (GPA10-01 and ZON10-02) and Sportsman's Park East (ZON10-01)

Neighborhood Meeting

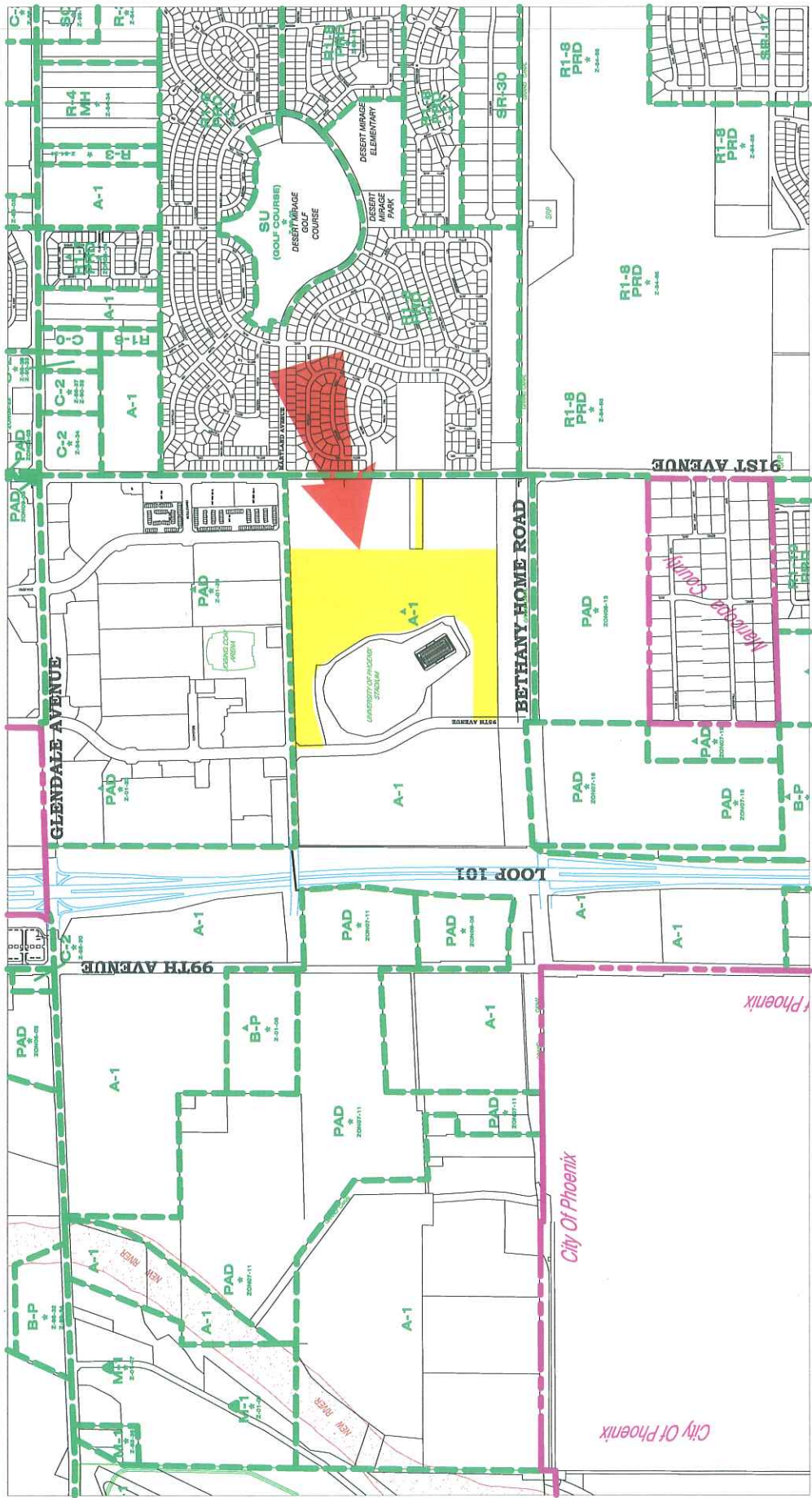
Wednesday, June 30, 2010 @ 6:00 PM

Hampton Inn & Suites-Westgate (Meeting Room), 6630 N. 95<sup>th</sup> Avenue, Glendale, AZ 85305

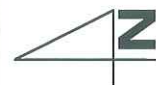
NAME	ADDRESS	CITY & ZIP	PHONE/E-MAIL
Joyce Curran	5850 N. GLENDALE AVE S	GLENDALE 85301	623-772-9795 clarkjv@cox.net
Cheryl Wrasan	6540 N 90 <sup>th</sup> Dr Glendale AZ 85305		602 790 3571 c.wrasan@cox.net
John Kolodziej	6258 N 88 <sup>th</sup> Lane Glendale AZ 85305		623-910-8670 j.kolode@cox.net
HELEN HALEY	6130 N. 90 <sup>th</sup> Dr Glendale 85305	Glendale 85305	602-432-3481 TimeClass@aol.com

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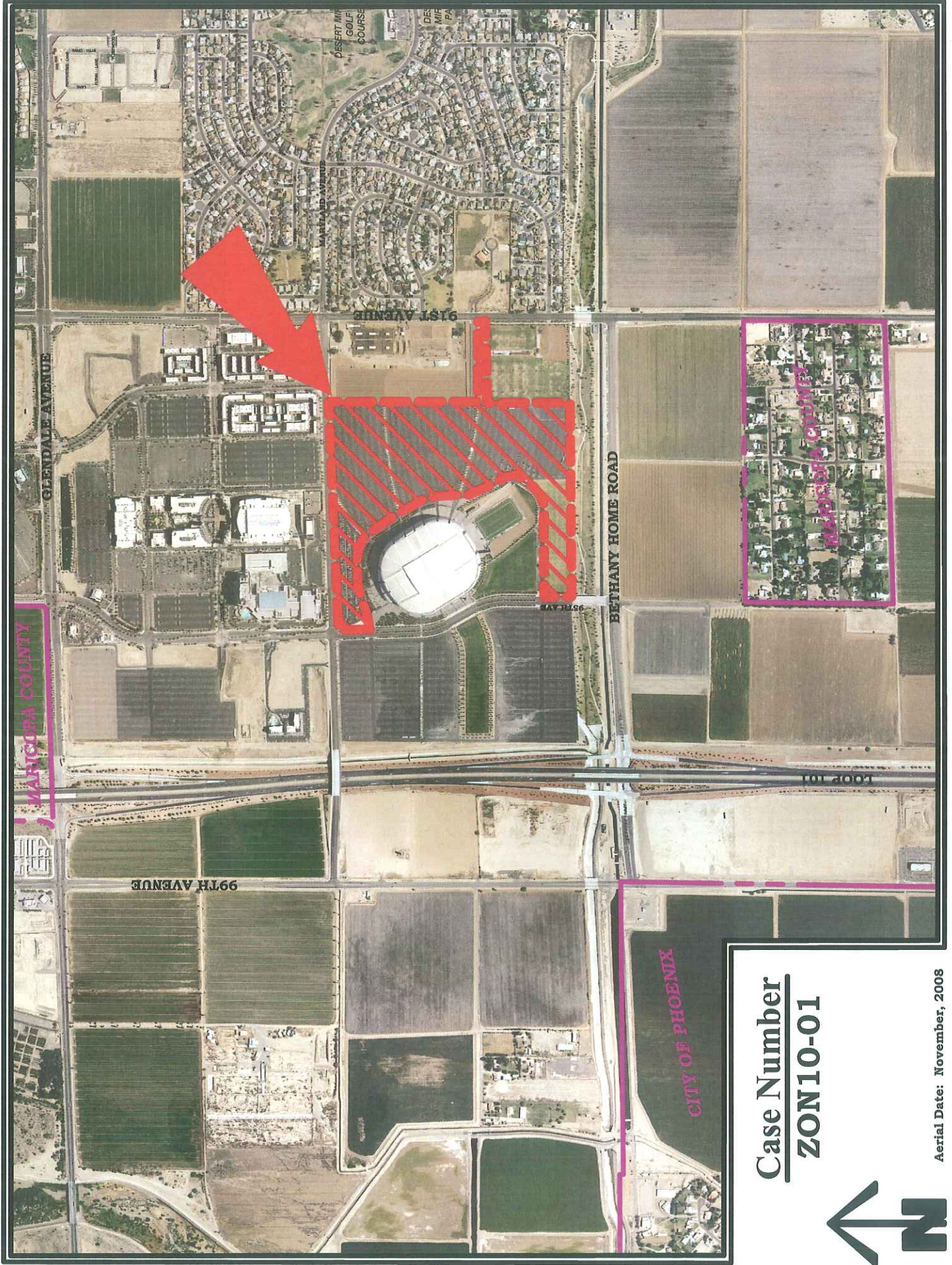
CASE NUMBER  
**ZON10-01**



REQUEST  
**REZONE FROM A-1  
(AGRICULTURAL) TO PAD  
(PLANNED AREA DEVELOPMENT).**

LOCATION  
**9435 W. MARYLAND AVENUE**





Case Number  
**ZON10-01**

Aerial Date: November, 2008





# Planning Department Staff Report

**DATE:** July 15, 2010 **AGENDA ITEM: 2**

**TO:** Planning Commission

**FROM:** Tabitha Perry, Principal Planner  
**PRESENTED BY:** Bill Luttrell, Senior Planner

**SUBJECT:** **GENERAL PLAN AMENDMENT GPA10-01 AND REZONING APPLICATION ZON10-02: SPORTSMAN'S PARK WEST – 6250 NORTH 95<sup>TH</sup> AVENUE**

**REQUESTS:** Amend the General Plan from Corporate Commerce Center (CCC) to Entertainment Mixed Use (EMU).  
  
Rezone from A-1 (Agricultural) to PAD (Planned Area Development).

**APPLICANT/OWNER:** Earl, Curley & Lagarde, P.C./Arizona Cardinals Football Club and New Cardinals Stadium.

**REQUIRED ACTION:** The Planning Commission must conduct a public hearing and determine if this request is in the best long-term interest of this neighborhood and consistent with the General Plan.

**RECOMMENDATION:** The Planning Commission should recommend approval of GPA10-01, as written, and ZON10-02, subject to the stipulations contained in the staff report.

**PROPOSED MOTION:** Move to recommend approval of GPA10-01, as written, and ZON10-02, subject to the stipulations contained in the staff report.

**SUMMARY:** These requests will amend the General Plan Land Use Map and approve a PAD titled Sportsman's Park West. This mixed-use development will include commercial, retail, hotel, open space, and residential land uses.

**COMMISSION ACTION:** Motion made by \_\_\_\_\_ to recommend approval of GPA10-01, as written. Motion seconded by \_\_\_\_\_. The motion was \_\_\_\_\_ to \_\_\_\_\_.

Motion made by \_\_\_\_\_ to recommend approval of ZON10-02, subject to the stipulations contained in the staff report. Motion seconded by \_\_\_\_\_. The motion was \_\_\_\_\_ to \_\_\_\_\_.

## **DETAILS OF REQUEST:**

### **General Plan Designation:**

The property is designated as CCC.

### **Property Location and Size:**

The property is located at the southeast corner of Loop 101 and Maryland Avenue and is approximately 71 acres in size.

### **History:**

There have not been any recent land use actions that affect the property.

### **Design Review:**

A design review application was not submitted concurrently with these applications; however, design concepts and criteria have been incorporated into the PAD booklet.

### **Site Plan and Operational Issues:**

Four land uses are proposed within the PAD:

- Residential.....200 units
- Commercial/Retail .....3,080,000 square feet
- Hotel.....400 rooms

Building heights will vary in range from 20 feet to 100 feet. A maximum of three buildings are permitted to have a building height of 200 feet.

Public access is provided through the development by 95<sup>th</sup> Avenue. Additional access may include future access to Maryland Avenue and a network of internal streets.

It is anticipated that a full build-out will not occur for 25 to 40 years. Construction of the project will be on a phased basis over an extended period of time and depending upon market demand. This is similar to other large projects in Glendale such as Arrowhead Ranch, Talavi, and Westgate.

The development of the University of Phoenix Stadium and surrounding Sportsman's Park West and East is made possible by the nature of the existing parking use on the site and will be governed by existing contractual agreements among the Arizona Cardinals, City of Glendale, and AZSTA regarding parking for the Stadium. Nothing in this proposed PAD application can or will affect the continuing obligations of all the parties to the parking agreements that ensure sufficient parking is always available for the full range of Stadium events.

Parking requirements for the urban character development are proposed as follows:

- Short-term, on-street parking for retail customers and visitors to residential units;
- Off-street parking on building parcels for office employees and visitors and hotel guests and residential residents;
- Surface parking adjacent to buildings for office employees and visitors during business hours and Stadium and retail patrons during all other hours.



- Off-street parking in parking structures for office employees during business hours and Stadium and retail patrons during all other hours.
- There is a potential for shared use of parking spaces among the various land uses proposed.

The PAD provides architectural images that reflect the appropriate possibilities envisioned for Sportsman's Park West. When DR occurs for individual development projects each project will be required to comply with the design elements in order to create a unified and contemporary theme.

Signs will be appropriately scaled and integrated into the project while promoting characteristics of a dense urban form as expressed by the project's design elements.

All relevant City of Glendale standards concerning drainage and utilities will apply. The City of Glendale will provide police and fire protection and sanitation collection to the residential properties and may provide containers for pre-sorted recycling programs through a private service.

#### **CERTIFICATE OF ADEQUATE SCHOOL FACILITIES:**

Sportsman's Park West is located within the Pendergast Elementary School District (PESD) and Tolleson Union High School District (TUHSD). The applicant has met with both school districts to ensure that there are adequate school facilities in their respective districts. A stipulation has been added for the applicant to provide a certificate of adequate school facilities. .

#### **CITIZEN PARTICIPATION TO DATE:**

##### **Applicant's Citizen Participation Plan:**

On June 16, 2010, the applicant mailed 120 notification letters to adjacent property owners and interested parties inviting them to a neighborhood meeting held on June 30, 2010. Approximately 12 people attended the meeting. A summary of issues discussed included the phasing of the development, parking, building design, building heights, traffic, and the amount of multi-family development.

The Planning Department received three inquiries to review the applications followed by general questions regarding the project. The applicant's Citizen Participation Final Report is attached.

##### **Planning Commission Public Hearing:**

A Notice of Public Hearing was published in *The Glendale Star* on June 24, 2010. Notification postcards of the public hearing were mailed to adjacent property owners and interested parties on June 25, 2010. The property was posted on June 25, 2010.



## **STAFF ANALYSIS:**

### **A. General Plan Amendment**

- The proposed General Plan designation of EMU is appropriate for this site and the proposed development plan for Sportsman's Park West. This land use category provides for regional employment centers with related commercial and public open space. Specific land uses permitted under the designation include parking garages, retail establishments and urban style housing-all of which are proposed for this project.
- The requested General Plan designation of EMU is consistent with the Growth Areas Element of the General Plan whose objectives include the development of employment generating uses along the Loop 101 and locating growth nodes where traffic capacities can expand.
- Sportsman's Park West is consistent with several of the goals of the Land Use Element of the General Plan including the association of residential areas with work places, promoting sound growth methods through the development of missed-use projects, and creating transition/buffer areas between incompatible land uses.
- Goal 2 of the Housing Element is implemented through the provision of diverse housing units to promote socio-economic balance and the integration of vehicular and non-vehicular traffic circulation within higher density multi-family developments.
- The project is consistent with goals of the Economic Development Element in several ways. Goal 1 includes accelerating economic growth at a higher rate than population through providing housing opportunities near shopping and employment sites. Goals 2 and 5 are to encourage business growth for in-City job opportunities and to establish commercial destination attractions. The residential and commercial components of the master development plan clearly pursue all of these goals.

### **B. Rezoning**

- The PAD zoning district is the most appropriate zoning district for implementing the proposed EMU General Plan land use designation and developing a mixed use project.
- The proposed development plan meets the intent of the PAD zoning district to create a mixed use development that encourages innovative development concepts for all proposed land uses to provide a greater variety and intensity of land uses.
- The development plan will create a project unified by architecture, landscaping, signage, and lighting with complementary land uses.
- Signs will be appropriately scaled and integrated into the project while promoting characteristics of a dense urban form as expressed by the project's design elements.
- Development will occur over an extended period of time. It is anticipated that a full build-out will not occur for 25 to 40 years.
- All applicable city departments have reviewed the application. Some departments have included stipulations to address their concerns.

- All relevant City of Glendale standards concerning drainage and utilities will apply. The City of Glendale will provide police and fire protection and sanitation collection to the residential properties and may provide sanitation collection to the commercial properties. Developers are required to provide containers for pre-sorted dry waste, and multi-family property owners association will implement recycling programs through private service.

**RECOMMENDATION:**

The Planning Commission should recommend approval of GPA10-01.

The Planning Commission should recommend approval of ZON10-02, subject to the following stipulations:

1. Development shall be in substantial conformance with the development plan outlined in the PAD document, date stamped July 6, 2010.
2. Shared use of parking spaces among various uses such as office and retail shall be reviewed at the time of design review.
3. Residential units shall have an average 60 square foot private exterior open space.
4. Adult oriented land uses, tattoo parlors, and deferred presentment companies shall not be permitted.
5. Notwithstanding anything contained in the Sportsman's Park West PAD document relating to billboards and/or freeway pylon signage, the subject PAD will be subject to the City's adopted Zoning Ordinance Update (ZTA09-01) related to freeway oriented billboard and freeway pylon signage; provided that ZTA09-01 does not prohibit at least one billboard or freeway pylon sign in Sportsman's Park West.
6. Applicant shall provide a signed certificate of adequate school facilities from Pendergast Elementary School District and Tolleson Union High School District prior to receiving final approval from City Council.
7. Prior to issuance of any building permits, the applicant shall submit form #7460 to the Federal Aviation Administration (FAA) and shall submit the FAA's determination to the City. A negative determination by the FAA may result in lowering the maximum building height permitted within Sportsman's Park West.
8. Parking quantity and location will be analyzed in conjunction with site plan and design review of Phase I and all subsequent phases for the project.
9. An update to the traffic study will be required in conjunction with site plan and design review for Phase I and all subsequent phases for the project. The traffic study shall include an analysis of potential impacts to surrounding neighborhoods and mitigation measures, if needed.
10. An update to the existing traffic management and parking plan for event days will be required to ensure that safe and efficient circulation for event traffic is accommodated while providing access to other uses as allowed by the PAD. The update will be required in conjunction with site plan and design review of Phase I and all subsequent phases for the project.
11. Locations of public and private streets and intersections will be determined in conjunction with site plan and design review for Phase I and all subsequent phases for the project.



12. Any new water/sewer/access easements and additional right-of-way shall be dedicated to the City of Glendale prior to the first Certificate of Occupancy for that particular phase.
13. Prior to City Council consideration the applicant shall meet with city staff to review required edits to the PAD document. The applicant will be required to submit revised PAD documents prior to City Council consideration of this request.

**ATTACHMENTS:**

1. General Plan Amendment Narrative, date stamped July 6, 2010.
2. Applicant's PAD Booklet, date stamped July 6, 2010.
3. Citizen Participation Final Report (without mailing labels), approved July 2, 2010.
4. Vicinity General Plan Map.
5. Vicinity Rezoning Map.
6. Aerial Photograph, dated November, 2008.

**PROJECT MANAGER:** Tabitha Perry, Principal Planner (623) 930-2596  
[tperry@glendaleaz.com](mailto:tperry@glendaleaz.com)

**REVIEWED BY:**

  
\_\_\_\_\_  
Planning Director

TP/mc

  
\_\_\_\_\_  
Deputy City Manager

A Citizen Participation FINAL REPORT for

# Sportsman's Park West

located at the  
Southeast corner of the Loop101 Freeway and Maryland Avenue

**GENERAL PLAN AMENDMENT AND REZONING FOR  
PROPOSED MIXED USE DEVELOPMENT  
(Application numbers: GPA10-01 and ZON10-02)**

Developer

Arizona Cardinals Football Club LLC  
New Cardinals Stadium LLC  
8701 S. Hardy Drive  
Tempe, Arizona 85284  
(602) 379-0101

Applicant on behalf of

Arizona Cardinals Football Club LLC and  
New Cardinals Stadium LLC  
Michael J. Curley  
Earl, Curley & Lagarde, P.C.  
3101 N. Central Avenue, Suite 1000  
Phoenix, AZ 85012  
(602) 265-0094

Prepared by:

**EARL, CURLEY & LAGARDE, P.C.**  
ATTORNEYS AT LAW

July 1, 2010

APPROVED  
*Michael J. Curley*  
SIGNATURE  
7/2/10  
DATE

### CITIZEN PARTICIPATION FINAL REPORT

In accordance with the City of Glendale Citizen Participation Ordinance, this is the Citizen Participation Final Report which identifies the results of citizen participation efforts on the proposed General Plan and Rezoning applications for Sportsman's Park West.

#### INTRODUCTION

The property is generally located at the southeast corner of Maryland Avenue and the Agua Fria ("Loop 101") Freeway and consists of 70.70 gross acres. The proposed request will be known as Sportsman's Park West.

The project site generally consists of land surrounding the University of Phoenix Stadium. This land is currently being used for surface parking, open lawn area or plaza around the Stadium. The current General Plan Land Use designation is CCC ("Corporate Commerce Center"). The applicant is requesting a Minor General Plan Amendment to change the existing CCC designation to EMU ("Entertainment Mixed Use"). The Stadium and project described in this application are exactly the kind of land use the City had in mind when it first adopted the EMU district which calls for "regional level sports, entertainment and employment centers, including public gathering sites..."

The project site is currently zoned A-1 ("Agricultural") which is not consistent with the current General Plan designation of CCC. In order to comply with the State's consistency requirement, a new zoning designation is required. Therefore, the applicant is also requesting a companion rezoning request to change the A-1 zoning to PAD (Planned Area Development).

#### *Development Plan*

Given that the continuing need to provide up to 14,000 parking spaces for Stadium activities will remain, development of Sportsman's Park West will have a primary focus on weekday employment uses that can share parking and a much smaller focus on retail, residential and hotel uses that generally require their own exclusive parking. This will further establish this section of the Loop 101 corridor as the West Valley's central and creative business district. The land within Sportsman's Park West is highly visible from the Loop 101 and is immediately adjacent to both cbd101 and Westgate – two relatively dense, mixed-use projects that have a distinctly urban character. This proximity and already emerging pattern of land uses will drive a development that is urban in character with taller buildings, almost all structured parking and a pedestrian focused streetscape.

Some key attributes of the development plan for Sportsman's Park West include:

- A maximum of 3,080,000 square feet of commercial space (FAR = 1.0). This is primarily employment driven to allow for the parking to serve "double duty" with Stadium requirements.
- A small amount of the commercial space will primarily serve on-site retail needs.



- A maximum of 400 hotel rooms will be part of the commercial space.
- A relatively small component of 200 Residential units.
- Maintain open spaces like the Great Lawn and the lawn area immediately southwest of the Stadium that currently exists.
- Permit public gatherings and events on the lawn areas, parking lots and plaza both in conjunction with and separately from the Stadium.
- Develop structured parking as needed to maintain required levels of on-site Stadium parking.

### TECHNIQUES/OVERVIEW

- As per the approved Citizen Participation Plan, on June 16, 2010, Earl, Curley & Lagarde P.C. mailed 120 first class letters to: all area property owner's within 300-feet of the subject site, Interested Parties as provided by the Planning Department, and other area property owner's as suggested by the Planning Department, the Planning Department, City Council office, and the Mayor's office to advise them of the proposed mixed use development and to notify them of neighborhood meeting to discuss the General Plan Amendment and Rezoning applications. (See APPENDIX, Exhibit A and B).
- The letter invited residents to attend a neighborhood meeting at Hampton Inn & Suites-Westgate, 6630 N. 95<sup>th</sup> Avenue, Glendale, AZ 85305, on Wednesday, June 30, 2010 at 6:00 PM. The letter provided a brief explanation of the proposed applications and explained the purpose of the meeting and included an aerial photograph which outlined the boundaries of each application.
- The neighborhood letter also included the applicant's contact information so that if anyone wanted to express concerns, issues, or problems they could by calling, writing, emailing, or faxing the applicant.
- A neighborhood meeting was held on June 30, 2010 @ 6:00 PM to inform those in attendance of the proposed applications.
- Attached under Appendix Exhibit A is a copy of the Notification Letter. Appendix Exhibit B includes the property owners within 300-feet, additional notification property owners beyond 300-feet, and Interested Parties list.

### NEIGHBORHOOD MEETING OUTCOME

- At the June 30, 2010 neighborhood meeting, 12 residents or participating individuals, including Councilmember Clark, Planning Director Jon Froke, Principal Planner Tabitha Perry, Planning Commission Chair-John Kolodziej and two members of the Project Team attended the meeting. (See Appendix, C Sign-In Sheets)

- At the neighborhood meeting, Michael J. Curley explained the existing General Plan designation and zoning on the properties. Mr. Curley provided a general overview of the proposals and explained where the project was in the City process.
- Applicant's office contacted Chris John and Cindy Halsey, of Pendergast Estate specifically, to inquire if they had any concerns or questions on the proposed applications.
- The applicant's office has received no phone calls, faxes, or e-mails inquiries about the requests or about the neighborhood meeting.
- Should any adjacent property owners and/or other interested individuals raise any concern between now and the rezoning hearing dates, the Project Team will make every effort to address their concern in the appropriate manner, such as but not limited to personal visits, phone calls, or other acceptable means. Members of the Project Team are committed to working with the City of Glendale, surrounding neighbors, and any interested parties to ensure the compatibility and success of Sportsman's Park West and East projects.

**CONCERNS, ISSUES – RAISED AND HOW IT WAS ADRESSED (Responses are in italic below each individual bullet point)**

- A statement was made that it appears that the proposed PADs provide less information/details than the recently approved PADs in the area (ie. building heights, site plan, design exhibits, etc.,) why don't these 2 applications have such detail?"

*Response: It was explained that both PADs provide information such as building heights, number of residential units, parking ratios, architectural and landscape characters, floor area ratio, potential access points, open space, and total building square footage. Because the project is a long range one (20-40 years) it is impossible to accurately portray and predict the building footprint, architectural style, etc. for these proposed buildings. Thus, the project will be subject to the City's Design Review process which includes site plan, architectural, and landscaping design review.*

- Why is Staff moving forward if there are insufficient details.

*Response: It was explained that both Sportsman's Park West and Sportsman's Park East are currently zoned A-1 ("Agricultural") and not consistent with the current General Plan designation of "CCC" or the City's zoning definition for A-1 or the State's consistency requirement. It was explained that Sportsman's Park West consisted of a General Plan Amendment from CCC to EMU and a companion rezoning from A-1 to PAD. It was further explained that both PADs provide information such as building heights, number of residential units, parking ratios, architectural and landscape characters, floor area ratio, potential access points, open space, and total building square footage and it made logical sense to rezone the*



*entire site so that it conforms to the City's General Plan. Additionally, the underlying zoning precludes the Great Lawn and open space from being used for civic events such as art shows, food fairs, auto shows etc. These events provide cultural opportunities and tax revenue to the City.*

- If the Cardinals decided to move their Tempe Training Facilities could that training facility go on either one of these site?

*Response: No. The PADs are designed to allow office uses as the primary focus.*

- Why are we moving forward if there is an agreement that no commercial would be built until 2012?

*Response: Approval is necessary to accommodate the utilization of the lawn areas for cultural events. Additionally, the entitlements will allow the property owners to market the site and seek development envisioned for this project.*

- Neighbor inquired about height and location(s) of potential hotel(s) for Sportsman's Park East.

*Response: Sportsman's Park West is limited to a maximum building height of 100-feet, except 3 buildings will be allowed to go up to 200-feet. It was explained that the location of the hotels are not known and will be market driven.*

- Question was raised why adding more apartments when there are a lot of vacant apartments in the Westgate project?

*Response: It was explained that there is very minimal number of residential units proposed. Sportsman's Park East proposes 200 units which equals 2.8 dwelling units per acre. This minimal amount of residential units are substantially lower than the approved projects in the area such as Bella Villagio @ 37.5 du/ac, Urban 95 @ 15.8 du/ac, Centrada @ 13.3 du/ac and cbd101 @ 11.0 du/ac.*

- Concerned that the lack of information/details does not give him or others enough information as to what will potentially be built.

*Response: It was explained that both PADs provide information such as building heights, number of residential units, parking ratios, architectural and landscape characters, floor area ratio, potential access points, open space, and total building square footage. While it is unknown who the users are at this time or the exact location of each new building, any proposed development will be subject to the City's Design Review process which includes site plan, architectural, and landscaping design review.*

- Concern with Traffic in area. A neighbor said while the City does mitigate traffic during game day events but what will happen to traffic when there is an event at Westgate and

an RV or other similar event at Stadium/Sportsman's Park. An event that the City would not be monitoring for traffic flow.

*Response: A Traffic Impact Analysis has been submitted to the City. The City has review the report and believes that the surrounding roadway system can accommodate the proposed traffic for Phase 1 square footage. Since it is not known how the surrounding area will develop the City has placed a stipulation on both applications that requires the property owner/developer to submit a revised Traffic Impact Analysis report when developer/property owners wishes to increase square footage beyond Phase 1. Such TIA will analyze the current traffic conditions.*

- It was stated that this is a premiere area of Glendale and "back office" was not appropriate for this area. It was stated the "Class A" office should be the focus of this PAD for office development.

*Response: The term back office is a tenant not a style or architectural character. The intent is to develop "Class A" office.*

- Concern was raised regarding how parking would be provided if there is going to be development over the surface parking.

*Response: It was explained that Sportsman's Park East and West will provide separate parking for any new development as outlined in the PAD. The surface parking will be replaced to always provide the minimum 14,000 parking spaces for the Cardinal Stadium.*

- Question was raised on the location of Phase I and the potential hotel locations.

*Response: It is estimated that Phase 1 will probably take place Sportsman's Park East along the south property line, however, the exact location will be market driven.*

### CONCERNS, ISSUES – NOT ADRESSED

- He said there were a lot of promises made when Ellman came to town such as retail commercial being built and none of that has come to fruition.

*Response: Our office does not represent the Ellman Company and therefore we can not address this answer or do not know why this has not taken place.*

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## *APPENDIX*



*Exhibit A*

**EARL, CURLEY & LAGARDE, P.C.**  
ATTORNEYS AT LAW

Telephone (602) 265-0094  
Fax (602) 265-2195

3101 North Central Avenue  
Suite 1000  
Phoenix, Arizona 85012

June 16, 2010

RE: **Sportsman's Park West**—General Plan Amendment (GPA10-01) and Rezoning (ZON10-02) Applications—*southeast corner of Loop 101 and Maryland Avenue*  
**Sportsman's Park East**—Rezoning (ZON10-01) application—*southeast corner of 95<sup>th</sup> Avenue and Maryland Avenue*

Dear Property Owner, Interested Party or Homeowners Association:

On behalf of the property owners and developer, our office has filed three requests for two separate projects that will surround the University of Phoenix stadium located at the southeast corner of 95<sup>th</sup> Avenue and Maryland Avenue. We would like to invite you to a neighborhood meeting to review our proposal and give us your input on both projects.

**Sportsman's Park West**

**Sportsman's Park West** consists of two applications; 1) A request for a General Plan Amendment (GPA10-01) and 2) a companion Rezoning (ZON10-02). The site is approximately 71-acres and generally located at the southeast corner of Loop 101 and Maryland Avenue. The General Plan Amendment ("GPA") request is to change the land use designation from CCC ("Corporate Commerce Center") to EMU ("Entertainment Mixed Use") and the companion rezoning request is to change the zoning from A-1 (Agricultural) to PAD ("Planned Area Development") for a proposed project to be known as **Sportsman's Park West**.

The project site is currently zoned A-1 ("Agricultural") which is not consistent with the current General Plan designation of CCC. In order to comply with the State's consistency requirement, a new zoning designation is required. Therefore, the applicant is requesting a rezoning request to change the A-1 zoning to PAD ("Planned Area Development"). The site provides a transition between the area land uses and will lend itself to increasing quality employment opportunities as desired per the General Plan.

**Sportsman's Park East**

**Sportsman's Park East** is a request for a Rezoning (ZON10-01). This site is approximately 58-acres and generally located at the southeast corner of 95<sup>th</sup> Avenue and Maryland Avenue. This request is a rezoning from A-1 ("Agricultural") to PAD ("Planned Area Development") for a proposed project to be known as **Sportsman's Park East**. The project site is currently zoned A-1 ("Agricultural") which is not consistent with the current General Plan designation of CCC. In order to comply with the State's consistency requirement, a new zoning designation is required.

Sportsman's Park West and East  
Neighborhood Meeting Letter  
June 16, 2010  
Page 2

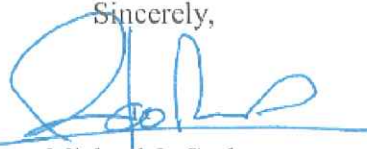
Therefore, the applicant is requesting a re-zoning request to change the A-1 zoning to PAD ("Planned Area Development").

We would like to invite you to a neighborhood meeting to review our proposals and give us your input on both projects. We would like to receive any input from the neighborhood relative to both projects. At this meeting the applicant's representatives will explain the projects, answer your questions and listen to your comments.

This neighborhood meeting will be held at:

**Hampton Inn & Suites-Westgate (Meeting Room)**  
**6630 North 95<sup>th</sup> Avenue, Glendale AZ 85305**  
**JUNE 30, 2010 @ 6:00 PM**

Representatives of the City of Glendale have also been invited to attend this meeting. If you have any questions concerning this meeting, or if you cannot attend this meeting but would like to discuss the proposed requests, please contact me or Ricardo Toris on my staff at (602) 265-0094 or e-mail Ric at rtoris@ecclaw.com.

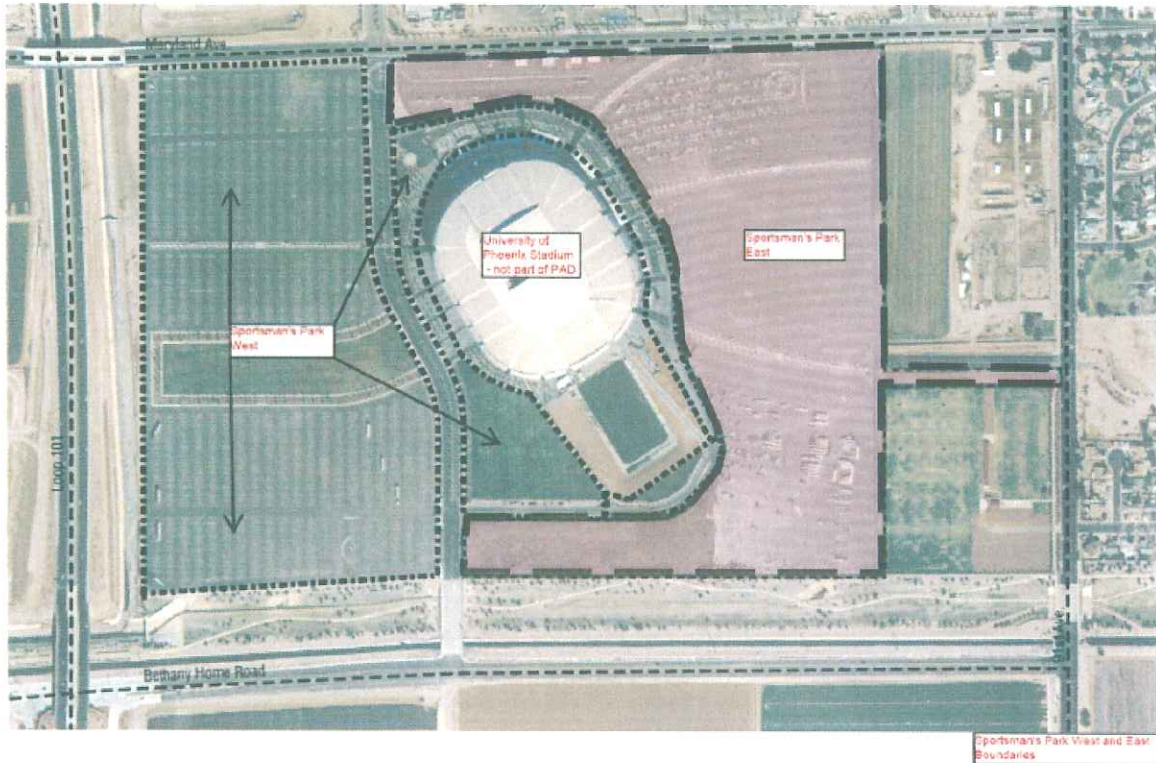
Sincerely,  
  
for Michael J. Curley

Attachments: Aerial Photo

cc: Mayor Scruggs  
Council Member Clark  
Tabitha Perry, Senior Planner  
Diana Figueroa, Senior Secretary

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Sportsman's Park West and East  
Neighborhood Meeting Letter  
June 16, 2010  
Page 3

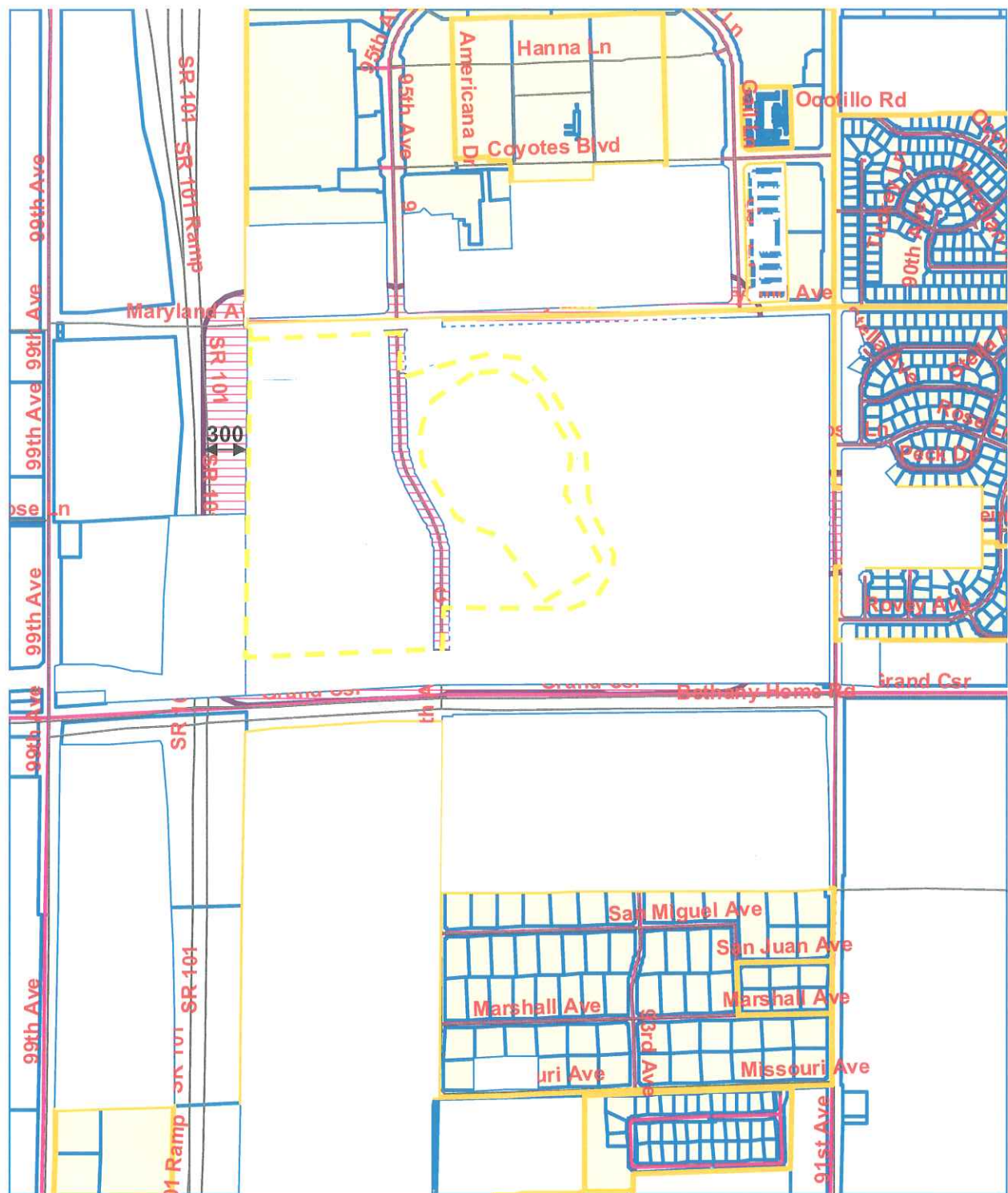


**Sportsman's Park West**—General Plan Amendment (GPA10-01) and Rezoning (ZON10-02) Applications—*southeast corner of Loop 101 and Maryland Avenue*

**Sportsman's Park East**—Rezoning (ZON10-01) application—*southeast corner of 95<sup>th</sup> Avenue and Maryland Avenue*

***Exhibit B***





**Notification Area**  
 300-foot Property Ownership Plus  
 Additional Property Ownership as determined by the Planning Department  
 (Properties shaded in Black)

Sportsman's Park West (GPA10-01 and ZON10-02) and Sportsman's Park East (ZON10-01)

Neighborhood Meeting

Wednesday, June 30, 2010 @ 6:00 PM

Hampton Inn & Suites-Westgate (Meeting Room), 6630 N. 95<sup>th</sup> Avenue, Glendale, AZ 85305

NAME	ADDRESS	CITY & ZIP	PHONE/E-MAIL
Allen Johnson	6417 N 29 <sup>th</sup> St	Phoenix 85016	Colleen@me@gmail.com
Kenneth Strugis	8821 W Keim Dr	Glendale AZ 85305	
Cecilia Chun	Glendale	AZ Republic	602 444 6928
Bobbie Garland	5012 North 64 <sup>th</sup> Dr Glendale 85301	Glendale 85301	628-846-8004
Tabitha Penney	COG	Glendale	623 920-2596
West Johnson	6630 N. 95 <sup>th</sup> Ave	Glendale	623-241-7771 tjohnson@negotiables.com
Tom Sadler	UOP Stadium	AZ STA	623 433-7509 TSadler@a2-sta.com

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Sportsman's Park West (GPA10-01 and ZON10-02) and Sportsman's Park East (ZON10-01)

Neighborhood Meeting

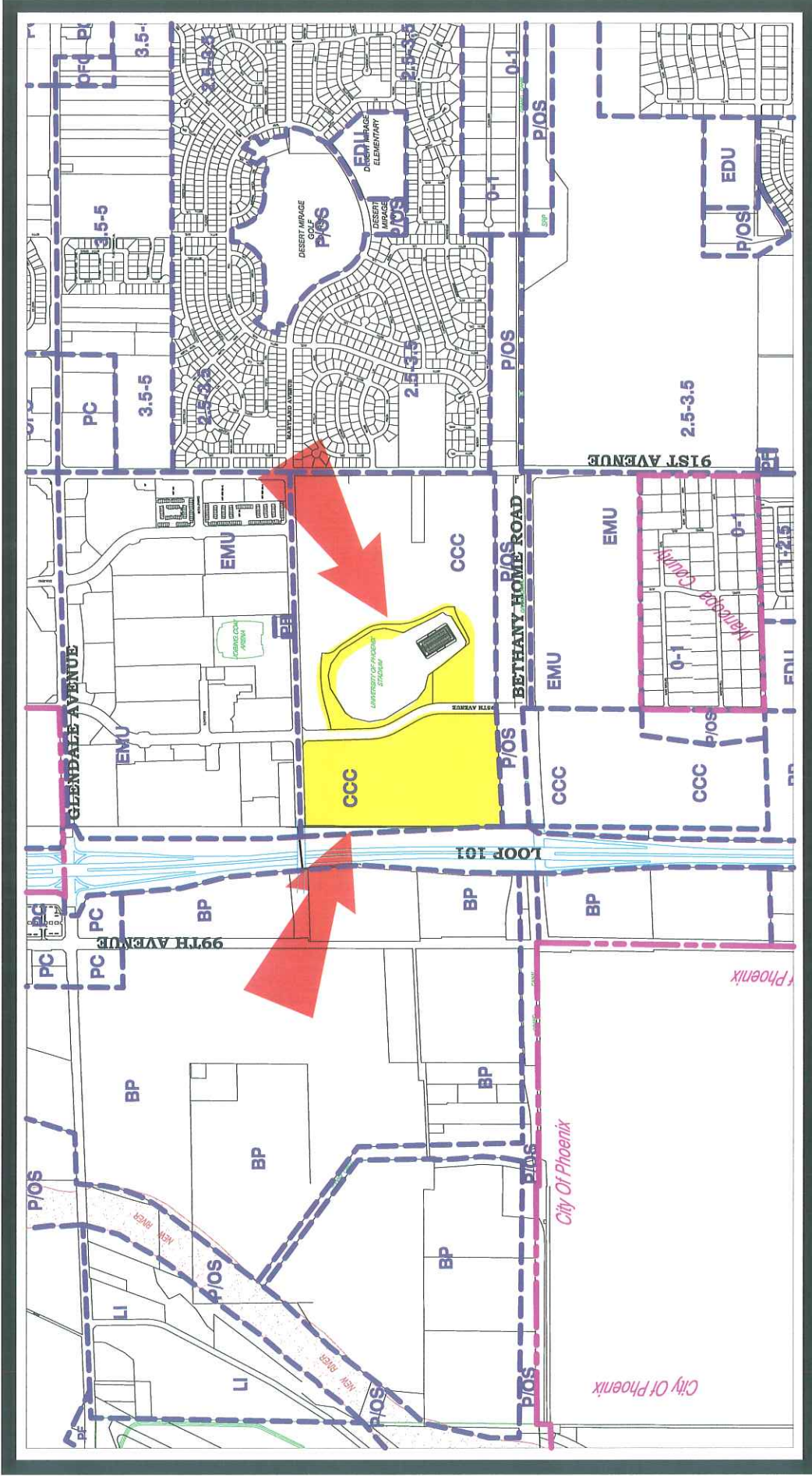
Wednesday, June 30, 2010 @ 6:00 PM

Hampton Inn & Suites-Westgate (Meeting Room), 6630 N. 95<sup>th</sup> Avenue, Glendale, AZ 85305

NAME	ADDRESS	CITY & ZIP	PHONE/E-MAIL
Joyce Canak	5850 N. GREENWAY AVENUE	GLENDAL 85301	623-772-9795 clarkjv@cox.net
Cheryl Wiersma	6540 N 90 <sup>th</sup> Dr Glendale AZ 85305		602 790 3571 c.wiersma@earthlink.net
John Kolodziej	6258 N 88 <sup>th</sup> Lane Glendale AZ 85305		623-910-8670 jkolodziej@cox.net
Hans Haley	6130 N. 90 <sup>th</sup> Dr Glendale 85305	Glendale 85305	602-432-3481 TimeClass@aol.com

C:\Users\Nancy\Desktop\Sportsman's Park\Neighborhood Meeting Sign-in 6/30/10.doc



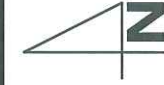


**CASE NUMBER**

**GPA10-01**

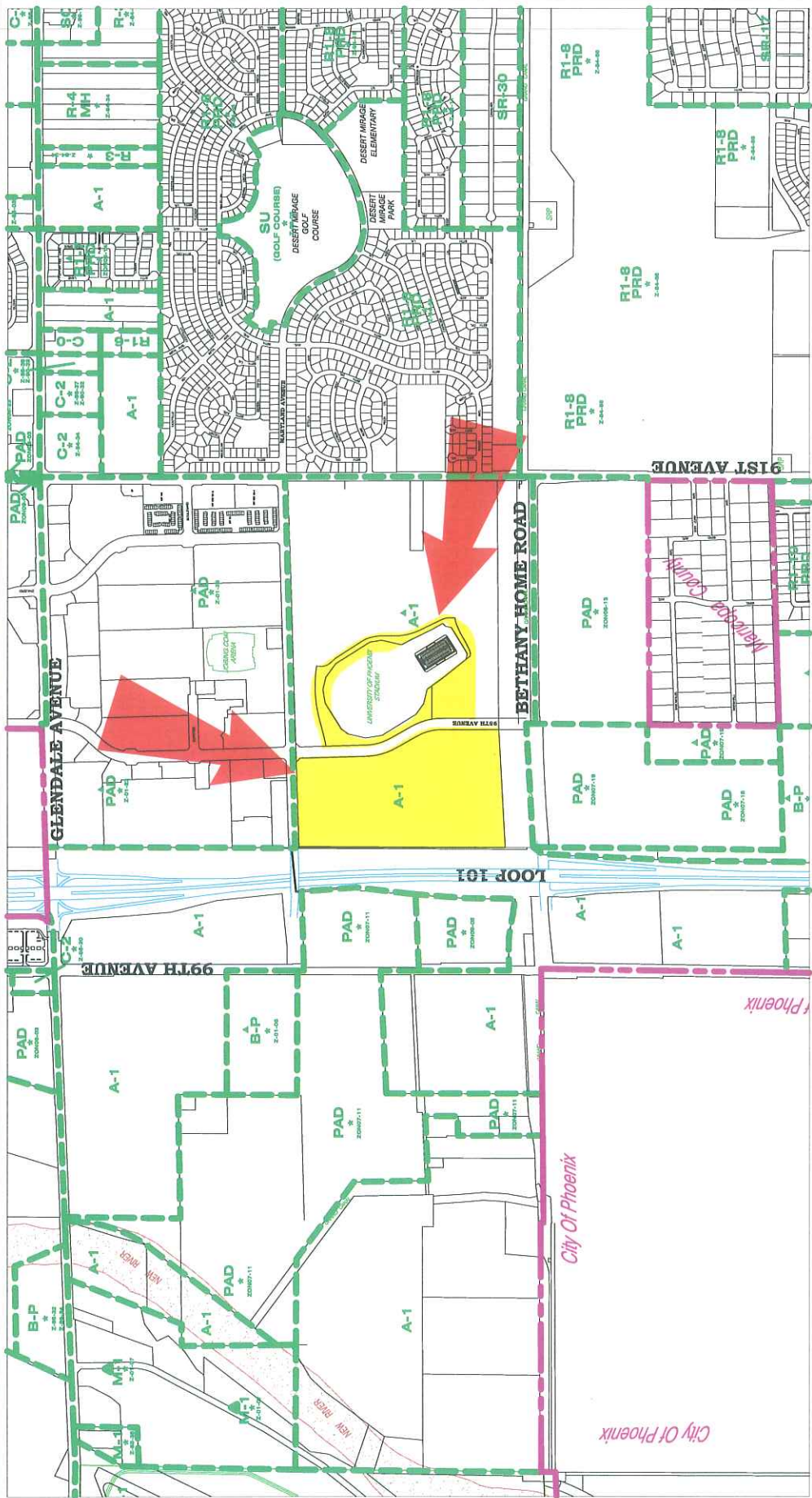
**REQUEST**

**GENERAL PLAN AMENDMENT  
FROM CCC (CORPORATE  
COMMERCE CENTER) TO EMU  
(ENTERTAINMENT MIXED USE).**

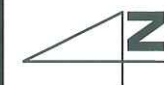


**LOCATION**  
**6250 N. 95TH AVENUE**





**REQUEST**  
**REZONE FROM A-1**  
**(AGRICULTURAL) TO PAD**  
**(PLANNED AREA DEVELOPMENT).**

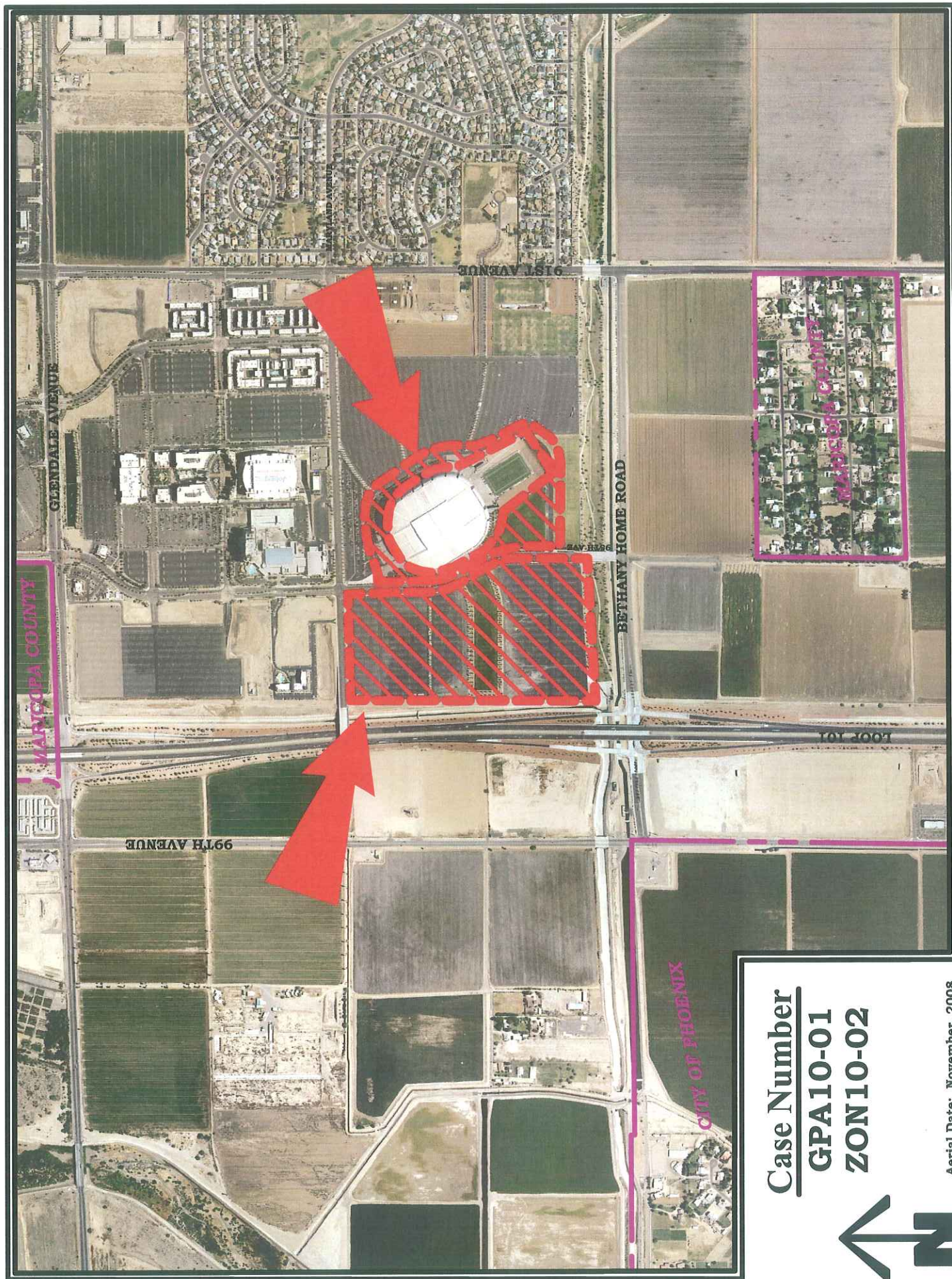


**CASE NUMBER**  
**ZON10-02**



**LOCATION**  
**6250 N. 95TH AVENUE**





Case Number  
**GPA10-01**  
**ZON10-02**



Aerial Date: November, 2008